



## **CASE REPORT**

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| 1. Complaint reference number | 55/99  |
| 2. Advertiser                 | Craft Decor Pty Ltd  |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 9 March 1999  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement showed a man dressed in cowboy attire rushing into a tent in which a woman is seated on the floor bound and gagged. He says to her, ‘Monica, I thought you were at Craft Décor...’ He then holds towards her a knife/chisel/cutting implement and she recoils. He then goes on to say, ‘I found it...’ before removing a blanket from a television set in the tent. The advertisement then shows a number of tile specials offered by the advertiser before returning to the original scene where the man is saying, ‘I can’t untie you, you’ll buy all the specials...’ At one point the woman pulls off her own gag to say, ‘What?’.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included

the following:

*‘The advertisement....depicted a woman bound and gagged in an attempt at humour. I found this depiction offensive and degrading. To make matters worse, the advertisement appeared at intervals of a series by which focussed on the abduction, rape torture and mutilation of three women...The advertisement appeared to underline the message that women are there to be trussed up like chickens and put in their place by men and that this sort of violence and degradation is acceptable and even funny.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board was satisfied that the material depicted in the advertisement did not breach any other section of the Code and dismissed the complaint. The Board noted the obvious contextual humour of the advertisement.