



CASE REPORT

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| 1. Complaint reference number | 59/08 |
| 2. Advertiser | Townsville Automotive Detailing |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Ethnicity – section 2.1 |
| 6. Date of determination | Wednesday, 12 March 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male voiceover shouting in a European accent "Wees been in Townsville to tell youse stooges about TOWNSVILLE AUTOMOTIVE DETAILING, detailing fully sick cars. So let's pull some stooges over and go through their rides. Youlleah...Pull over stooge! Exsqueeze me your royal hottiness...Where do you get done?" A female voice replies "Are you right?" and the sound of a slap is heard. The male replies "So much for tryin to pick up Townsville chicks youllaeh! TOWNSVILLE AUTOMOTIVE DETAILING will pick your car up , and drop it back to you shiny and new. Woolcock Street. Ahh, he must be a wog, he's got a woolly....ah, doesn't matter. Behind McSheds. Call 4775 6630."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Ad is advertising in an offensive and ridiculing manner.the person speaking uses a strange accent as if a Greek or Italian is speaking. the word wog is used. comments are made about the police in a car. there is a police woman in the car with a pony tail, called stuge. This ad is not to the point in advertising about their services.It is more what one would hear in a comedy show.It is not necessary to use such a tone of voice or the word wog. I have previously made a similar complaint to this radio station about another ad which mentioned Italians. There is no need for this type of nonsense for promoting a service or business.(sic)

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The only comments we have in relation to the complaint is that the ad was in no way aimed or intended to offend Greek or Italian listeners. Our target market was to attract young listeners and owner modified cars in relation to the success of the television series Fat Pizza featuring actors of Lebanese and Maltese decent who all drive around in very hot modified cars.

THE DETERMINATION

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

The Board noted the complainant's concerns about racial discrimination but felt that the advertisement was reminiscent of the style and humour of the SBS program *Fat Pizza* and would appeal to the intended target audience. It further noted that there was no intentional or

unintentional discrimination along racial lines.

The Board also noted that the sound effect of a punch that was heard during the advertisement was cartoon-style in its delivery and did not render harm to its recipient.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.