



CASE REPORT

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| 1. Complaint reference number | 7/99 |
| 2. Advertiser | SPASA |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 February 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement's voiceover includes the following, 'This is the story of two families...the Dumbars, who often go to the beach ...and the Stimsons who never go to the beach.' The advertisement shows a series of images juxtaposing the two families. Mrs Dumbar is overweight, Mr Dumbar dressed in shorts, a singlet and long socks. At the beach, Mrs Dumbar is shown puffing and panting carrying heavy picnic/cooler bags. After having what appears to be their child returned to them with a bucket on her head (by the beach patrol person) and having a picnic bag filled with sand, the Dumbars are shown packed into the family car presumably on their way home again. The Stimsons are shown at home next to the pool, Mr Stimson lounging on a lilo in a swimming pool, saying, 'I think I'll take a dip' as he flops into the pool. Mrs Stimson, walks on carrying a drinks tray. The voiceover says, "The family that stays cool, has a pool" followed by the SPASA logo and contact details.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'I feel (the advertisement) is discriminatory, degrading, and tasteless.'

'What concerns me is the light in which the Dumbars are portrayed...the advertisement promotes certain views that are both unnecessary and unfair...it implies that if a person – in this case the mother – is fat, then he or she must also be stupid...(hence the name "Dumbar")...advertisement is divisive in that it clearly places people who have trim bodies, lovely clothes and the money to afford a pool in a position superior to those who cannot afford such luxuries...'

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 portrayals of the characters concerned did not constitute discrimination or vilification, would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.