



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 70/03 |
| 2. Advertiser | Cunningham's Warehouse Sales Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a Cunningham's Warehouse salesman pointing out special offers, including cards, gift wrapping paper, video tapes, Panadol tablets, Cenovis Nutri Plan, Baygon fly spray, Duo Laundry Concentrate and Chupa Chups,

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

"The man says 'Hey fatties take a look at this.' This I find is unacceptable as our children are already faced with the perception that you must be thin to be accepted in today's world."

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 accepted the advertiser's advice that 'The aim is to be humorous and silly, not to offend,' and determined that the content of this advertisement did not constitute discrimination or vilification as represented in the Code.

Finding that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.