



CASE REPORT

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| 1. Complaint reference number | 80/02 |
| 2. Advertiser | Plant Liquidators |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a garden centre scene where a man is addressing the camera about the products on offer, saying: “We are really happy about some of the products we’ve got.” As he continues, saying “In fact some of us are downright gay,” he bumps into another man working in the centre who subsequently joins him in promoting particular products and services. At the end of the advertisement, the second man is shown skipping down one of the garden centre pathways as a superimposed caption advises ‘free delivery.’

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

“...ads that have been run in the past, whilst inane and annoying, have not descended to the depths of this one which is supposed to be ‘funny’ at the expense of the gay community...It should be objectionable to any civilized person.”

THE DETERMINATION

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

Noting the obviously intended humour in the advertisement, the Board determined that, under prevailing community standards, it did not contravene the provisions of the Code relating to the portrayal of people.

It further determined that the content of the advertisement did not breach the Code on any grounds and, accordingly, it dismissed the complaint.