



CASE REPORT

1. Complaint reference number	87/02
2. Advertiser	IKEA
3. Product	Housegoods/services
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 music-backed television advertisement opens on a scene in which a young couple are kissing as they enter what appears to be the male's living quarters. On seeing the untidy state of the place, the female departs immediately. After the scene is repeated with another young woman, the male is seen moving IKEA packages into the area. The next scene shows him with a third young woman, who is apparently impressed with the neatness and tidiness of his living quarters, but is also shown to leave. Subsequently, she is seen in her own home where she responds to a roommate's questioning about her date by saying: "I think he's gay." The advertisement ends with a full-screen graphic comprising an IKEA logo and text reading: 'Storage solutions that make a difference.'

THE COMPLAINT

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

"I am a 59-year-old heterosexual who cannot understand why 'gays' are targeted in this way. It is a sexist advertisement ...I'm a very open minded person about most things but was most incensed..."

"...full of homo-sexual comment. This is bad taste, corrupting, and I cannot imagine any good vibes from either products (sic)."

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 considered that under prevailing community standards most people could be expected to find humour in the advertisement which it determined not to breach the Code in its portrayal of people.

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