



CASE REPORT

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| 1. Complaint reference number | 6/09 |
| 2. Advertiser | SA Lotteries |
| 3. Product | Gaming |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Nationality – section 2.1 |
| 6. Date of determination | Wednesday, 21 January 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement from SA Lotteries for a Powerball draw shows a man sitting on a stone throne - he is meant to portray Thor. He tells viewers that the draw has jackpotted to \$15 million and says, "We are not talking about a chook raffle, we are talking megabucks", before the advertisement cuts to an image of a hammer smashing into a round stone and shattering its outer cover to expose the amount that could be won.

THE COMPLAINT

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

I'm a norse pagen and its my relegious belife that Thor is to repected as much as Odin himself. Known as the god or lightning Thor is the god that protects pagens from harm, in this ad he is portrad by an actor in an idiotic way with bug type creatures flying around him insted of crows. Thor is comparable in importance to other religious figures such as Jesus or Muhummid. Just because the number of followers in are religion smaller doesent mean people can start mocking our religious figures. People were worshipping Odin and Thor before Christianity even came to be. If Jesus was being mocked in an advertisement it would be stopped before it even aired.

THE ADVERTISER'S RESPONSE

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

Following are our comments in respect of the above complaint. The advertisement is based on the premise that Powerball is the most powerful lottery, played on the most powerful day of the week that is named after the most powerful god in the universe. The advertisement centres on the fact that the word "Thursday" originally derives from Thor's name and that Thor is a powerful god of thunder and lightning in Old Norse and Germanic mythology. For these reasons, Thor is portrayed in this advertisement as the voice and face of Powerball. The advertisement aims to portray Thor as a likeable figure who enjoys the fact that Powerball is as powerful as he is. Thor is portrayed in the advertisement as easy-going, good-humoured, mischievous and generally a fun larrikin. The advertisement incorporates features consistent with the mythology of Thor, such as storm clouds, lightning bolts and his legendary hammer. The advertisement uses humour and is intended to be light-hearted and comedic. In response to the complaint made that the advertisement discriminates or vilifies on the grounds of religion, we advise that the advertisement in no way depicts, promotes or condones discrimination or vilification of Thor and Old Norse and Germanic religions. As stated above, Thor is portrayed in a positive light and the reason why he is linked to Powerball is because Powerball is played on a Thursday which is actually named after him, and the fact that he is Known as a very powerful god. Further, no reasonable person would draw a conclusion that the advertisement depicts material which discriminates or vilifies believers of Old Norse and

Germanic religions.

In respect of the AANA Advertiser Code of Ethics, we consider that the advertisement complies with section 2.1 of this Code. We reiterate that the advertisement does not depict or promote discrimination or vilification of Old Norse and Germanic religions.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”) in particular whether the advertisement discriminates against or vilifies any people or section of the community on the basis of religion.

The Board viewed the advertisement and considered that the representations in the advertisement were intended to be humorous and taken as such by the community. The Board considered that the depiction of a figure in a lighthearted manner does not of itself amount to vilification of a religion and that this particular depiction was not likely to be considered as vilifying of any identifiable religion or section of society.

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