



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0359/13
2	Advertiser	Heaven's Hell Industries
3	Product	Alcohol
4	Type of Advertisement / media	Radio
5	Date of Determination	23/10/2013
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.1 - Discrimination or Vilification Religion

DESCRIPTION OF THE ADVERTISEMENT

A female voiceover describes Heaven's Hell Vodka in seductive tones whilst a chant plays in the background. A male voiceover then says, "Liquid gold vodka...On sale now".

THE COMPLAINT

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

Basically in the advertisement the hilly recitation was being played while the narrator was talking about alcohol . Not only is it forbidden for the Muslim to consume alcohol but the effects of the song portrayed a sexual theme. This is a disgrace to the Islamic community & religion

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

There are several advertisements in the campaign, all with the same backing track. The

commercial was made by a small company called IG3. They have sent us through details of the track, which they obtained from the APRA library:

Golden Sheekles 2

Composer: Hossam Ramzy

Album/Reference: Soundscapes & Drones - Landscapes / JW2185B

Keywords: Landscapes - light percussion over sustained drone; Middle Eastern flavour

We are trying to find if the Composer knows anything about the chant, however this may take so time, or may not be possible.

The campaign is due to air again this week.

THE DETERMINATION

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

The Board noted the complainant’s concerns that the advertisement is offensive towards Muslim’s and the Islamic community.

The Board listened to the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: “Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of...religion..”

The Board noted that the advertisement features a recitation of an Islamic call to prayer with a female voiceover describing an alcoholic beverage “liquid gold Vodka”. The woman’s voice is spoken in a slow and sultry tone.

The Board noted that in Islamic communities, the adhan is the call to prayer that occurs five times per day. The Board noted that the backing track to the advertisement does have a middle Eastern sound and that although the music may not be the exact music used in the adhan, the very strong likeness is such that it could be considered to be the actual calling and that in this way, draws the attention of the listener to the music and product being promoted.

The Board noted that the woman speaking over the music described an alcoholic beverage. The Board noted that the Muslim belief forbids the consumption of alcohol.

The Board considered that the use of the backing music juxtaposed with the promotion of an alcoholic beverage was inappropriate as Muslims are enjoined by their religion to abstain from eating certain foods including intoxicating beverages.

The Board considered that a strong association between a fundamental religious belief and a product that is contrary to that belief is disrespectful and offensive to the Muslim community. The Board agreed that to promote alcohol in connection with a prayer tradition was a depiction of material that vilified a section of the community, on the basis of their religion and that the advertisement did breach Section 2.1 of the Code.

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

ADVERTISER RESPONSE TO DETERMINATION

Further to your letter giving details of the Board's draft case report on the above, I wish to detail the steps we have taken regarding this complaint.

We eventually received, on the same day as receiving your interim finding, confirmation from the composer that the chant used in the track was not an Islamic call to prayer. However, despite this confirmation the advertiser has re-recorded the backing track without any of the chanting.