



## **CASE REPORT**

1. Complaint reference number	100/98
2. Advertiser	Dangerfield
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 July 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts an image of Jesus Christ. The wording at the top of the advertisement is, 'Jesus Christ has risen! But our prices have dropped.' On the image of Jesus Christ itself is a picture of the Queen (Elizabeth) with the words, 'Dad save the queen.' Underneath the image of Christ is the name of the product, 'Dangerfield', and wording regarding the fact that their 'sale starts June 26'.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'... found these advertisements offensive, in that they gratuitously lampoon an image which has its place in Catholic and Christian traditional religious devotions, and which therefore enjoys the respect of a large part of the Australian community.'*

## **THE DETERMINATION**

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

Board members were of the opinion that the advertisement did not constitute discrimination or vilification. The Board dismissed the complaint.