



CASE REPORT

1. Complaint reference number	129/98
2. Advertiser	SportsVision Australia
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows footage of AFL games. The advertisement is set to a pop song the lyrics of which include: ‘...Father, son and holy ghost...you’re the one I love the most.’ The chorus of the song is, ‘You’re 100 % Jesus to me.’

THE COMPLAINT

Comments the complainants made about the advertisement included:

‘I found the advertisement extremely offensive as it belittled my basic Christian beliefs...(the advertisement) appears to imply that AFL players have taken the place of God, or are God, and repeats the word “Jesus” for its duration. To reduce what many hold sacred to such a base level is most unfortunate and is as inappropriate in today’s society as it would have been in the past.’

‘...(the advertisement is) implying that AFL to be loved more than God.... Using the name of God and Jesus in this way is wicked blasphemy and a denigration of something which to me is Holy.’

THE DETERMINATION

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

The Advertising Standards Board determined that this advertisement did not go so far as to breach the Code. However, the Board noted and commended the advertiser’s decision to voluntarily withdraw this advertisement. The Board commented that the advertisement would have been likely to offend a large sector of the community.