



CASE REPORT

1. Complaint reference number	130/00
2. Advertiser	Wingara Wine Group Pty Ltd (Deakin Estate)
3. Product	Alcohol
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are three advertisements in the outdoor campaign, each portraying a cartoon sketch and, on the right hand side, a photograph of a bottle of wine:

1. The advertisement is captioned, 'Have a Deakin at the barbie', and portrays two men, a woman and a 'Deacon' at a barbeque. The 'Deacon' is depicted in robe and mitre, carrying a staff and holding a sausage on a fork. A bottle of Deakin Estate Shiraz is shown on the right.
2. The advertisement is captioned, 'Keep a Deakin in the fridge', and depicts a 'Deacon' emerging from a refrigerator in a kitchen. He wears clerical robes and a mitre and carries a staff. A bottle of Deakin Estate Chardonnay is pictured on the right.
3. The advertisement is captioned, 'Take a Deakin to dinner', and portrays a restaurant scene with a 'Deacon' seated with a woman. He wears robes and a mitre and holds a glass of wine and a menu. On the right hand side of the advertisement is a bottle of Deakin Estate Sauvignon Blanc.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'We, and our frien(d)s also, find this add (sic) offensive as it is ridiculing the ceremonial garments of bishops MOST OF ALL we feel offended by the misuse of the cross, a symbol of the Holy Cross to all Christians To put it on an add (sic) like this offends feelings and belittles people who hold these values.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the portrayals of the 'Deacon' within the advertisements did not constitute discrimination or vilification and did not breach the Code on these or any other grounds. It was noted that the advertisements were presented in a humorous context. The Board, accordingly, dismissed the complaint.