



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 143/03  |
| 2. Advertiser                 | Ballarat's Cheapest Cars                              |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Religion – section 2.1 |
| 6. Date of determination      | Tuesday, 13 May 2003                                  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a group of women dressed as nuns being delivered by a 'cheap tours' minibus driver to a car sales yard in search of an 'affordable, reliable used car.' As speeded-up footage shows them hurrying around the car sales yard, a voiceover states: 'Ballarat's Cheapest Cars,' to which the minibus driver adds: "Best value used cars in town—bar none." The advertisement ends with a superimposed caption providing contact details of the advertiser's business.

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*"...I'm tired of this sort of rubbish gracing our TV screens. Nuns dress in the garb of the day. Most of them are moderately intelligent, in fact well educated. They are not the idiots depicted in such ads."*

## **THE DETERMINATION**

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

Noting the advertiser's submission that while "I would be first to admit that our advert is 'corny,' it was intended as humorous", the Board considered that the majority of people would identify with the intended humour, and determined that the content of this advertisement did not constitute discrimination and/or vilification.

Finding that the material did not breach the Code on any grounds, the Board dismissed the complaint.