



CASE REPORT

1. Complaint reference number	17/99
2. Advertiser	Accor Asia Pacific (Novotel Launceston)
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement, narrated by a female voiceover, simultaneously superimposes words on the screen. The (voiceover) script and words include the following, 'Seven deadly sins (the advertisement names the sins individually)...introducing Novotel...seven deadly sins packages...An invitation to indulge, be wicked and have fun...choose your sin and then phone Novotel to indulge...'

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'...offensive because it was creating the image of it being "fun" to indulge in 'Lust, Greed, Envy', etc. Whilst I am not a 'wowser', I feel the morals of society are low enough without the encouragement of the advertising companies.'

THE DETERMINATION

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

The Board determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.