



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

1. Complaint reference number	174/98
2. Advertiser	Telstra Corporation Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement for a mobile phone shows a businessman attempting to get a clear line on his mobile phone. After trying a number of different options, he eventually becomes frustrated, shouting, ‘useless mongrel’ at the telephone.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘At the end of the advert, in frustration, he says, “Jesus Mongrel!” ...I find this absolutely disgusting, and blasphemous?’

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 was of the opinion that the advertisement did not constitute discrimination or vilification and would not offend the Code or prevailing community views and standards. The Board dismissed the complaint. Members of the Board noted that the man in the advertisement used the words, ‘useless mongrel’ and not ‘Jesus mongrel’ as advised by the complainant.