



CASE REPORT

1. Complaint reference number	200/05
2. Advertiser	Crazy John's (Confessional)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 9 August 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a priest and a member of his parish in a confessional box. As the priest says: “*I absolve you of your sins*” the man’s mobile phone rings. The priest asks through the confessional box: “*Is that a Crazy John’s phone?*” The man replies: “*No, Father.*” Upon hearing this the priest turns to the man and screams: “*You’re going straight to hell.*” A voiceover then states: “*People go crazy for Crazy John’s phones. Don’t get ripped off. Go to Crazy John’s.*”

THE COMPLAINT

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

“... makes a mockery of the Sacrament of Confession of the Roman Catholic Church... I found the commercial offensive and in extremely bad taste. It was also discriminatory...”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“... this scenario was not developed to discriminate against the Roman Catholic Church or to make a mockery of the religion. Nor in our opinion does it. The concept is meant to be treated with humour, and an exaggerated gesture of people going “crazy”, or acting out of character to stand by the Crazy John’s brand.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards the majority of people would not find this advertisement offensive.

The Board considered that the depiction did not contravene the provisions of the Code relating to the portrayal of people (religion). The Board noted that the advertisement did not seek to discriminate against people on the grounds of religion.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.