



## **CASE REPORT**

1. Complaint reference number	238/01
2. Advertiser	The Lion Hotel
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement comprises a series of images featuring people and food, with an accompanying song including the words: “Going for a drive. Take you to a little place where they turn the water to wine...Everything is going to be alright. They turn the water to wine at The Lion.” A concluding caption reads: ‘MSA Graded beef fillet with garlic mash, roasted tomatoes and shallots. \$19.90 Lunch or Dinner. The Lion, Melbourne Street, North Adelaide.’

## **THE COMPLAINT**

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

*“I am shocked by the blasphemous use of the song’s words, ‘turning water to wine’ to promote the hotel. The hotel is not a consecrated place...The sensitivities of any religious group’s dogma should not be commercialised nor ridiculed.”*

*“...it is inappropriate use of language to blaspheme by equating what a licensed premises and wedding venue can offer with Jesus’ first miracle of turning water into wine ... I believe it is a discriminatory portrayal of people, Christians, that their New Testament beliefs can be trivialised and profited from in this way.”*

## **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 did not constitute discrimination or vilification as represented in the Code.

It further found that the advertisement did not breach the Code on any other grounds, and consequently dismissed the complaint.