



## **CASE REPORT**

- |                               |  |
|-------------------------------|--|
| 1. Complaint reference number | 247/00   |
| 2. Advertiser                 | Primus Telecommunications (Aust) Pty 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, 8 August 2000                             |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement, in black and white and with the ‘Hallelujah Chorus’ as backing, depicts a nun and a choirboy in a church. When her mobile telephone rings she answers, ‘Hello, Father. Sorry I can’t hear. I’m just going outside’. She repairs to the church grounds while a voiceover says: ‘When you want greater call clarity and less of this .....’ She moves about the grounds, saying from different situations with increasing frustration: ‘I can’t hear you. I just don’t know what the trouble is. Sorry Father, I’ll try somewhere else. Won’t be a moment.’ Waving her arms, she accidentally knocks a statue which falls to the ground from its pedestal and breaks. The voiceover concludes: ‘.....call Primus Mobile 1300 85 85 85 for the more mobile mobile service. 1300 85 85 85’.

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*‘In times when the interests of minority groups have never been afforded a higher protection I find this advertisement grossly offensive in that it undermines a true appreciation of the vocation of religious nuns.’*

*‘I find the add (sic) very offensive. The nun was being made out to be someone to laugh at.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the nun within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.