



CASE REPORT

1. Complaint reference number	306/00
2. Advertiser	Vodafone Network Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a poker machine in operation, accompanied by a tinkling sound. A voiceover says, 'Register for My Vodafone Information Services and you can get sports news on your mobile. You could also win great prizes in the My God, I've Won competition.' The poker machine shows four '\$10,000' signs in line and a woman off-camera says, 'My God, I've won a \$10,000 share portfolio.' The machine shows four Statue of Liberty pictures aligned and a man off-camera says, 'My God, I've won a trip to New York .' 'My God, I've won a trip to see the Northern Lights' says an unseen woman when four 'Northern Lights' signs appear, and 'My God, I've won a trip to see Manchester United' says an unseen man in response to four pictures of a soccer ball. The voiceover continues, 'You could win by registering now at www.myvodafone.com.au.' and the advertisement concludes with corresponding text.

THE COMPLAINT

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

'As a Christian I find this ad very offensive and was appalled that my six year old child who is encouraged not to take the Lord's name in vain had to hear this done repeatedly during a children's movie I feel the timing of this ad was very inappropriate.'

There is little or no respect for His name and this ad lends respectability to irreverence.'

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its use of language; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.