



CASE REPORT

1. Complaint reference number	316/99
2. Advertiser	Manhattan Dry Cleaners
3. Product	Retail
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement commences with a priest saying ‘And with this bread I eat the body, and with this wine I drink ... Oh, blast’. A man is heard to ask ‘What is it father?’, to which the priest replies ‘I’ve spilt my wine’. The man says ‘Here, have mine’, the priest says ‘This is not the issue my child. I have soiled my holy robe’ and the man says ‘You’ll be fine, Manhattan’s open Sundays’. An announcer then says ‘That’s right. Manhattan Dry Cleaners are now open on Sundays for your convenience’ and continues to give the address and opening hours details. The advertisement concludes with the priest saying ‘Saved’.

THE COMPLAINT

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

“Most Catholics including me would view this unfunny mockery of the most sacred rite of the Catholic Church as blasphemy, sacrilege and an insult to the Church.”

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 portrayal of the priest, within the overall humorous context of the advertisement, did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.