



CASE REPORT

1. Complaint reference number	354/04
2. Advertiser	Brumby's Bakeries Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 8 March 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a church congregation singing an upbeat song about giving them this day, their daily bread. The priest rips open a loaf of Brumby's bread and looks up towards the sky.

THE COMPLAINT

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

“This latest advertisement is quite offensive to those of us who believe the Celebration of Eucharist/Mass within the Catholic Church is our most sacred celebration of liturgical prayer.”

“My specific complaint is the mockery of the Lord's Prayer and of Holy Communion in these ads.”

“As a Christian I find this type of advertisement offensive and discriminatory and making fun of my Christian faith.”

THE ADVERTISER'S RESPONSE

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

“The advertisement contains images of a collection of people celebrating. The inference is that they are celebrating in a church. Care was taken to remove from view any religious items or icons. The congregation includes nuns dressed in traditional nuns' habits. As we understand it these habits are not specific to any order or religion. In summary, all of the members of the cast are happy and harmonious and there is no part of the commercial that could be reasonably deemed to be discrimination or vilification. No one is portrayed in a negative way and the advertisement is a celebration of life and of bread.”

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 found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (religion).

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