



CASE REPORT

1. Complaint reference number	359/00
2. Advertiser	Tigerlily
3. Product	Clothing
4. Type of advertisement	Cinema
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Miscellaneous
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The cinema advertisement, to a background of up-beat music, portrays a young man dressed in a business suit and standing in the hall of a house, who says, 'I'm so excited'. 'Pardon?' says a woman's voice from behind an ajar door. 'I said, I'm very excited', replies the man, walking towards the door. He pauses to adjust his tie before a mirror in which his reflection and that of a religious picture and a crucifix are shown. Holding a book, straightening another religious picture and moving about the hall which contains other such works, he continues, 'Our first mission. A mission to invite all the inhabitants of the earth to come unto Christ, our Saviour.' The music is louder as the feet of a woman donning high heeled shoes are shown as she acknowledges, 'Uh huh'. (Music volume subsides.) 'I'm excited by the first true test of my faith and courage. What about you?' he asks. His face is infused with a glow as a young woman wearing a bikini emerges. She says, 'Me? I just want to wear my best suit' (music volume increases), takes his book and walks along the hall. The young man follows. The advertisement concludes with a still of the front of a catalogue, and text, 'wear your best suit – tigerlily'.

THE COMPLAINT

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

'My objection is not to the state of undress but rather to the presentation of the young man who was standing in front of a wall on which were holy pictures of the Virgin Mary and Jesus.'

'I felt very embarrassed for the Roman Catholic faith people in the theatre and personally insulted.'

'We were dismayed to see an advertisement using religious images, sacred to Catholics, being used to promote the sale of womens' (sic) underwear.'

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, while appreciating the sensitivities of the complainants to the juxtaposition of icons with the advertised product, was of the view that the advertisement did not go so far as to 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.