



CASE REPORT

1. Complaint reference number	378/00
2. Advertiser	Montezuma's Mexican Restaurants
3. Product	Restaurants
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement begins with a male announcer saying, 'The Last Supper – one of history's great dinner parties.' A second man says gently, 'Matthew, would thou please passeth the wine?' The announcer says, 'Would've been much more of a hoot with Montezuma's.' A third man says in a raucous tone, 'Hey, Judas my man, you are one party animal!' The announcer continues, 'With a choice of four tasty venues from \$13 per head and party games

A chorus chants, 'How low can you go?' with reprise. The announcer concludes, '.....Montezuma's cater for 12 or up to 200 at their Civic or Phillip restaurants, or at your home with Monte's on Wheels. Call them for your next party and become a Monte's disciple.'

THE COMPLAINT

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

'I was appalled that you would play an advertisement that so blatantly ridiculed the sanctity of one of Christianity's most sacred religious rites ie the last supper.'

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 complainant to the juxtaposition of a biblical event with the advertised product, was of the view that the material within 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. The Board, accordingly, dismissed the complaint.