



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 378/05  |
| 2. Advertiser                 | IAG Insurance (NRMA - wedding)                        |
| 3. Product                    | Insurance   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Religion – section 2.1 |
| 6. Date of determination      | Tuesday, 14 February 2006                             |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement takes place in a church during a wedding. As a mobile phone is heard ringing we realise that it's the bride's phone. Having identified the caller she motions that she needs to take the call, and hands her bouquet to the groom. The bride responds to the caller "Sara King, NRMA Insurance" as the wedding ceremony continues and the bride and groom make their vows. A voiceover states "At NRMA Insurance we have dedicated claims managers" and text superimposed on screen "We can't help but help".

## **THE COMPLAINT**

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

*I find this advertisement highly offensive and sacrilegious to Christianity. If this ad was doing the same thing in an Arab mosque or a Jewish synagogue it would not have made it to air as people would consider it highly offensive to these religions/races.*

*...it was particularly offensive as this was the season of Advent, a very religious time on the Christian calendar.*

## **THE ADVERTISER'S RESPONSE**

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

*...we were very conscious of ensuring that no one in the congregation or the bride or groom appeared too upset by the interruption...the groom is quite accepting of his new wife's actions in taking the phone call and smiles...*

*A Christian wedding was chosen because that is the type of wedding ceremony that most people in Australia are familiar with and would relate to.*

*We encourage respect of and tolerance for all creeds and religions...*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered whether this advertisement depicted material in a way that discriminated against Christians or vilified Christians. The Board did not consider that this was the case – rather that it was a humorous portrayal meaning to convey the seriousness with which NRMA insurance assessors take their occupation.

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