



## **CASE REPORT**

1. Complaint reference number	379/05
2. Advertiser	Austar Entertainment Pty Ltd
3. Product	Media
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 depicts a wedding ceremony with the celebrant asking the groom “Do you Richard, take Alicia to be your lawfully wedded wife, knowing you have 60 days to reconsider?” The celebrant then asks the bride “Do you Alicia, take Richard to be your lawfully wedded husband, knowing you can leave at any time?” Text superimposed on the screen reads “Try Austar for 60 days” and a voiceover “If you have trouble committing, try Austar for 60 days”.

## **THE COMPLAINT**

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

*I feel it (is) denigrating Christian marriage.*

## **THE ADVERTISER’S RESPONSE**

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

*The intention of the commercial was to highlight the issue of commitment in a humorous manner. We certainly did not intend to denigrate Christian marriage.*

*We do not feel that the commercial in any way discriminates against or vilifies Christians*

## **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 vilified Christians or marriage. The Board did not consider that this was the case – rather that it was a humorous portrayal meaning to highlight the fact that the Austar offer enables you to change your mind if you do not like the service, unlike many other things such as marriage.

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