



## **CASE REPORT**

1. Complaint reference number	411/99
2. Advertiser	Christian Community Church
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

There are two television advertisements the subject of complaint. The first depicts a young man in a dinner suit adjusting his tie, smoothing his hair and putting on a pair of sunglasses as voiceover says 'All dressed up for the most important date of your life. Know where you're going'. The camera pans back to show the man seated in a coffin, into which he then reclines. Voiceover concludes 'Christian Community Church – we care where you're going'.

The second advertisement depicts a young man standing on the side of a bridge getting ready for a bungee jump. As he jumps off the bridge, his rope is seen playing out over the side rail behind him. Voiceover asks 'Do you know where you're going?' as the end of the rope, not secured to anything, flicks over the rail. Voiceover concludes 'Christian Community Church – we care where you're going'.

## **THE COMPLAINT**

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

*"I find these advertisements distasteful and offensive. Having recently lost someone close to me and knowing the anguish my friend suffered when her son committed suicide by jumping off a balcony, I was disgusted by this so-called Christian church and their scare tactics to improve the numbers in their congregation."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

While appreciating the nature of the concerns expressed from the personal viewpoint of the complainant/s, the Board determined that the scenes depicted in the advertisements did not offend prevailing community views and standards. The Board determined that the advertisements did not breach the Code on any ground and, accordingly, dismissed the complaint.