



CASE REPORT

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| 1. Complaint reference number | 421/03 |
| 2. Advertiser | Carlton Audio Visual |
| 3. Product | Information Technology |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Religion – section 2.1 |
| 6. Date of determination | Tuesday, 9 December 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is said to be for ‘music lovers only’ and shows a picture of the Ayatollah Khomeini and states ‘Fanatics only’.

THE COMPLAINT

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

“... they are implying that fanatics typically come from the Middle East and Muslim.”

THE ADVERTISER’S RESPONSE

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

“We have used the slogan ‘Fanatics choice’ and ‘Fanatics Welcome’ as a humorous identification asset to our newspaper advertisements for over 10 years now.”

THE DETERMINATION

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

The Board noted that, given the times we are living in, the advertisement is fairly insensitive.

However, the Board found that the depiction did not contravene the provisions of the Code relating to discrimination (religion)/vilification.

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