



CASE REPORT

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| 1. Complaint reference number | 434/99 |
| 2. Advertiser | Melbourne Convention & Marketing Bureau (Melbourne City Christmas) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of statues of the three wise men, one of whom is carrying a number of Christmas presents and a shopping bag bearing the words 'Tiffany & Co'. Superimposed over the photograph are the words 'The best Christmas presents are found in the City. With over 1,500 stores including the biggest David Jones, Myer and Daimaru and 42,000 car parks you're sure to find the perfect present. The City – It's very Melbourne'.

THE COMPLAINT

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

"I find this, and the use of all Christian celebrations, most offensive simply to encourage people to spend money and further commercialise a time which should be used to promote peace and goodwill."

THE DETERMINATION

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

The Board determined that the depiction of the figures within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.