



## **CASE REPORT**

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| 1. Complaint reference number | 57/01  |
| 2. Advertiser                 | Foxtel Management Pty Ltd  |
| 3. Product                    | Media  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 10 April 2001   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts an office scene, with numerous staff seated in front of computers in small cubicles. A voice announces that subscribers to Foxtel could win a draw for a world tour with tickets to the TriNations rugby competition before one of the male office staff stands and shouts to someone out of site: ‘Hey Rex, it has been doing it all day. Jesus!’ The advertisement ends with a caption indicating that conditions apply to the draw.

## **THE COMPLAINT**

Comments made by the complainant regarding this advertisement include the following:

*‘In the context of the advertisement, this is what Christians call blasphemy—a misuse of a sacred name...I am sure that the creators of the advertisement would never contemplate using the name of Mohammad or the Buddha in a similar way.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that, given the contextual humour of the advertisement, that the material within it did not constitute discrimination/vilification and that the advertisement did not breach the Code on these or any other grounds. Accordingly, the Board dismissed the complaint. The Board commended the advertiser for voluntarily arranging to discontinue broadcast of the advertisement after 1 April 2001.