



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

1. Complaint reference number 63/02
2. Advertiser Australian Grand Prix Corporation
3. Product Leisure & Sport
4. Type of advertisement Outdoor
5. Nature of complaint Discrimination or vilification Other – section 2.1
6. Date of determination Tuesday, 12 March 2002
7. DETERMINATION Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement incorporates music with artistically-rendered vision from one or more past Grand Prix events as an announcer says: “There’s a place that springs up almost overnight...where 15 languages are spoken...but only one religion is observed...where an annual revolution is staged...and a new leader installed. It’s a place where’s there no such thing as speed limits...and there’s no such thing as restraint. It’s a place where spectacles are held and goddesses roam. It’s a place where everything is allowed...and nothing is forbidden.” At this point an on-screen captions reads ‘The World According To Formula One’ ahead of a closing graphic providing contact details for tickets. The outdoor version of the promotion incorporates a representation of two drivers spraying champagne with text reading: ‘There’s A Place Where It Always Rains On The Fourth Day. The World According To Formula One’. Smaller text provides ticket contact details.

THE COMPLAINT

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

“I am a Christian and proud of it and I object to the inference that there is only one God in Melbourne and that being the Grand Prix.”

“The (outdoor) ad states ‘There is a place where it always rains on the fourth day,’ referring to the fact that top 3 placed drivers spray champagne at the end of the race. In 2001 this did not occur as a race marshal was killed during the race and out of respect, the drivers did not spray champagne. I object out of respect for the race marshal’s family, and also since it doesn’t ‘rain’ (champagne) every time.”

THE DETERMINATION

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

Noting advice from the advertiser that the Australian Grand Prix Corporation had responded directly to complainants, acknowledging their concerns while stating the intent of the advertising campaign, the Board determined that the reviewed advertisements did not represent discrimination and/or vilification as represented in the Code, and that they did not contravene the Code on any other grounds.

Accordingly, the complaint was dismissed.