



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 69/05   |
| 2. Advertiser                 | A & R Removals  |
| 3. Product                    | Housegoods/services                                   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Religion – section 2.1 |
| 6. Date of determination      | Tuesday, 12 April 2005                                |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement depicts a service in the style synonymous with a Christian gospel church. A man of African appearance leads the choir and congregation in a song about A&R Removals. The advertisement then shows some scenes of the removal truck traveling along a road. The final scene shows the A&R Removal's logo against a stained glass window. The words "Be Moved" appear beneath the logo.

## **THE COMPLAINT**

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

*"Both of these TV Adverts offended me in the way they portrayed the Christian Churches ..."*

## **THE ADVERTISER'S RESPONSE**

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

*"The concept of A&R Removals is that being furniture removalists 'we'll move you near or far' and the script is just that... in essence, if you are going to be moved then you should 'be moved' by A&R Removals. Nothing more, nothing less."*

*"We spoke to the parish priest... and approached the Church... they were extremely supportive."*

## **THE DETERMINATION**

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (religion).

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