

COMPLAINT NUMBER	17/321
COMPLAINANT	M Edgar
ADVERTISER	Accurate Locksmiths and Security Engineering
ADVERTISEMENT	Accurate Locksmiths and Security Engineering, Radio
DATE OF MEETING	18 September 2017
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Accurate Locksmiths has religious music playing in the background and a confessional exchange which said in part. “Forgive me Father, I have sinned. I have lost the keys to the convent. For your actions go to keys.co.nz. I was expecting a couple of Hail Mary’s? Going to keys.co.nz will be of more practical help Sister. But I’d just lose that too. Not if they put the chip in your rosary. Praise be!”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, M Edgar, said: The advertisement, mocks the Catholic sacrament of Confession.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4; Code for People in Advertising - Basic Principle 3, Basic Principle 6.

The Chair noted the Complainant’s concern that the advertisement was making fun of the Catholic sacrament of confession.

The Chair referred to a precedent decision, 12/224, which also dealt with the potentially offensive and insensitive portrayal of confession within the Catholic Church.

As with the precedent decision, the Chair said in her view the advertisement was light-hearted and humorous, which was provided for under Basic Principle 6 of Code for People in Advertising. The Chair acknowledged that while some people would find the advertisement tasteless, she said that the threshold had not been met to effect a breach of this Principle.

While the Chair acknowledged the offence caused to the Complainant, she considered that most listeners would recognise the intended humour and level of the ridiculous in the advertisement, which was promoting a locksmith business. Therefore, the Chair said, in light of generally prevailing community standards, the advertisement did not reach the threshold to be likely to cause serious or widespread offence, contempt or ridicule to people on the grounds of their religious beliefs. The Chair confirmed that the advertisement had also been prepared with a due sense of social responsibility. As such, the Chair said there was no apparent breach of the Codes of Ethics or the Code for People in Advertising.

Accordingly, the Chair ruled that there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**