

COMPLAINT NUMBER	17/132
COMPLAINANT	S Petley
ADVERTISER	Burger Fuel
ADVERTISEMENT	Burger Fuel Digital Marketing
DATE OF MEETING	26 April 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Burger Fuel email advertisement depicted an image of the Da Vinci Last Supper painting with Burger Fuel products superimposed into the picture. It also has a modern day photo recreating the original painting

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

Complainant, S Petley, said: I was sent an eDM today (Good Friday) from Burger Fuel. The images (as attached) are clearly mocking Jesus Christ's last supper prior to his crucifixion. Whether you believe in Jesus Christ or not, I believe that it's downright disrespectful and no doubt other Christians (and other people with a respectful bone in their body) would have been offended by this. It's not clever or funny and in my opinion is a failed attempt at contextual marketing. How embarrassing.

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

The Chair noted the Complainant's concerns that the advertisement, depicting the Last Supper with burgers was disrespectful to Christians.

The Chair took into account that the Advertiser sought to use light-hearted humour to connect its product with Easter celebrations. While this was offensive to the Complainant, the Chair confirmed that humour and satire were permissible under the Advertising Codes. The Chair's view was that the advertisement did not reach the threshold to be considered a breach of the Code of Ethics or the Code for People in Advertising.

Therefore the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there were no grounds for the complaint to proceed.

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