



CASE REPORT

1. Complaint reference number	101/00
2. Advertiser	eVentures Holdings Pty Ltd (E-LOAN-plumber)
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with an executive in an office, saying: 'At E-LOAN.com.au, we believe experience matters. To prove our point, we sent plumber, Kelly Mox, on a different emergency call.' The plumber is escorted by car, a bucket with 'E-LOAN' over his head, to a site where a man is about to throw himself from a high building. The plumber calls to the man by megaphone, 'Mate, ah, it's not that bad'. The man jumps. The assembled crowd gasps as a thud is heard. The plumber shrugs. The action returns to the executive, who laughs and says, 'Finding a home loan isn't something you do every day, either.' He goes on to describe E-LOAN's service and concludes, 'You don't get a home loan every day, but we do', as he moves away on a scooter.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'As you can see this advertisement trivializes a very severe and extensive problem in our society: depression and suicide, neither of which should ever engender laughter.'

'In reality, the Australian suicide rate is high and I am sure there would be many families distressed by the scene depicted.'

'Such behaviour is not only insensitive but also offensive, especially given the unfortunate increase in suicide rates in our society.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not raise any issues covered by the Code and did not offend prevailing community views and standards. The Board, accordingly, dismissed the complaint.