



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 176/02                          |
| 2. Advertiser                 | Westpac Banking Corporation     |
| 3. Product                    | Finance/Investment              |
| 4. Type of advertisement      | Print                           |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 9 July 2002            |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement reviewed by the Board appears within a Westpac brochure entitled: ‘Home Loans. Save 40%.’ A colour photograph shows two toddlers sitting with a collection of paints which one child is indicated to have liberally applied to the other.

## **THE COMPLAINT**

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

*“The entire baby’s head, right leg and right hand are covered by a variety of coloured paints... Even if the paint is non-toxic: it is not very nice; it is likely the baby would have licked some of it; there is no reason to paint a child to advertise a home loan.”*

## **THE DETERMINATION**

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

The Board determined that the advertising material did not contravene the provisions of the Code relating to health and safety, and that it did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.