



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 192/98 |
| 2. Advertiser | InvestorWeb |
| 3. Product | Information Technology |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 10 November 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph of a comparatively oversized male figure (clad in white), apparently appearing as in a flash of light. He is holding a shepherd's crook. Beneath him (at his knee height) is a second individual shown from the rear. The second individual is relatively tiny and is standing amidst what appears to be computer equipment and looking up to the first. Alongside the visual, is text which includes the following, 'InvestorWeb Your Independent Investment Guide, Yea, though I walk through the valley of the Bear Market I shall fear no evil – for thy recommendations on Telstra, NAB, News and BHP, they comfort me...'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I consider the advertisement's use, of some of the text of the 23rd Psalm is in very poor taste and is offensive to me as a Christian...'

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 was of the view that the advertisement did not amount to discrimination or vilification and did not breach the Code. Board members were of the view that the advertisement would not offend prevailing community views. The Board dismissed the complaint.