



CASE REPORT

1. Complaint reference number	216/01
2. Advertiser	TD Waterhouse Investor Services
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a fashion show scene, cutting to show two men unexpectedly meeting while separately crawling through an air conditioning duct. One says “Jesus, what are you doing here?” The other, brandishing two cameras, explains he is intent on obtaining some pictures of “Naomi,” expecting to make enough money to invest through online trading with T.D. Waterhouse. A discussion of the costs and benefits of such an action are interrupted by a camera-carrying woman crawling through the air conditioning duct advising the whereabouts of a particular model named as “Claudia.” The advertisement concludes with contact details for T.D. Waterhouse.

THE COMPLAINT

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

“It is bad enough to have to watch some of the advertisements shown, without being subjected to outright cursing and blasphemy...the decrease in morals and standard of language has been very disappointing.”

THE DETERMINATION

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

Noting an offer by the advertiser to replace the muffled saying of “Jesus” with the word “jeez,” the Board determined that the advertisement did not constitute a contravention of the Code in relation to language. It further found that the advertisement did not contravene the Code on any other grounds and, accordingly, the complaint was dismissed.