



CASE REPORT

1. Complaint reference number	236/04
2. Advertiser	Pacific Mortgage Corporation
3. Product	Finance/Investment
4. Type of advertisement	Outdoor
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which has text as follows: “we also do ‘STUFF THE BANKS’ won’t do.”

THE COMPLAINT

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

“It is offensive in that it continually senses a term that implies explicitly the equivalent of F___ the Banks and I, like many thousands of others who constantly use this main intersection have no choice but to be continually barraged with this message which comes on 2 or 3 times as one awaits the traffic lights to turn green.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“Re-taste, morality and decency – you have to read the ad in its entirety. We also do ‘STUFF THE BANKS won’t do’.”

“Personally I find Mr Greens actions are hard to fathom and a little petty but this is a democracy so I will accept it – but maybe, just maybe, he is or was a bank Johnny for many years and owes his position in life to many years hard work at a bank – I respect that, as must as I trust he accepts my rights to advertise freely within the law and public moral codes .”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board formed the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.