

## CASE REPORT

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|-------------------------------|------------------------------------------|
| 1. Complaint reference number | 247/01                                   |
| 2. Advertiser                 | AXA Australia                            |
| 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, 9 October 2001                  |
| 7. DETERMINATION              | Dismissed                                |

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features the financial commentator Ross Greenwood who is first seen jogging. Addressing the camera, he says: “Could you survive 35 years’ unemployment? Well, if you leave school at 20 and retire at 55 you’ve been 35 years in work. But if you live ‘til 90 you’ll be 35 years out of work (advertiser’s emphasis). So will your money last that long? Talk to a financial adviser about a financial plan which could include managed funds that keep performing. Because 35 years is a bloody long time.” With accompanying standard disclaimers, a caption shows a 19.0% p.a. 5 year return to 31 March 2001 for the AXA Australian Equity-Industrials Fund. A further caption reads: ‘Managing \$1,400 billion for 50 million customers worldwide,’ ahead of a closing AXA logo with the strapline ‘Investments, Insurance, Superannuation.’

## THE COMPLAINT

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

*“I was sadly disappointed to see and hear several times on AXA Australian Equity advertisements with Ross Greenwood saying ‘35 years is a bloody long time.’ I thought it was inappropriate any time, let alone the middle of Sunday, and the word not necessary.”*

## 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, within the context of prevailing community standards, this television advertisement did not include language in contravention of the Code.

Finding that the advertising material did not contravene the Code in relation any other provisions, the Board accordingly dismissed the complaint.