



CASE REPORT

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| 1. Complaint reference number | 279/99 |
| 2. Advertiser | MLC Ltd |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with various scenes of a rocket ship lifting off as voiceover says ‘When Pay TV took off in New Zealand , thanks to the launch of a new communications satellite, MLC was there. With the performance of 15 independent investment managers specially selected from Australia and around the world. MLC can open the door to investment opportunities you’ve never dreamed of’. A man is then shown, wearing a business suit and carrying a briefcase, who also appears to be lifting off into the sky, with an apparent stream of flames emerging from beneath his feet.

THE COMPLAINT

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

“This image is, I believe, a parody of the ascension of Christ into heaven and, as such, is highly offensive to Christians.”

THE DETERMINATION

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

The Board determined that the portrayal of the man within the advertisement could not reasonably be interpreted as carrying religious connotations and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.