



CASE REPORT

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| 1. Complaint reference number | 28/99 |
| 2. Advertiser | Living Waters Church |
| 3. Product | Other |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 February 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a man preparing to bungy jump. He takes a drink from a carton of milk and then launches himself off. The rope that should be attached to his body unravels and does not appear to be secured. There is the sound of a thud. The words 'got Jesus?' are superimposed on the screen followed by the words, 'Living Waters Church...Terrigal.' Shortly after the last imposition the word, 'Ouch...' is heard.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'...the vision showed the rope unravelling over the side of the bridge and finally the end of the rope went over ie it wasn't attached to anything. The next sound was the 'thud' of a body hitting the ground (which I have heard before being a witness to a suicide)...I found this ad highly offensive in fact sickening.'

THE DETERMINATION

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

Members of the Board determined that the advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint. The Board noted that the man was engaging in a sport and that the man's voice saying 'ouch...' was audible following the thudding noise.