



CASE REPORT

1. Complaint reference number	29/99
2. Advertiser	Westpac Banking Corporation (Challenge Bank)
3. Product	Finance/Investment
4. Type of advertisement	TV
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 at home working on his computer. The telephone rings, a woman picks it up and calls him to the phone saying that 'it's the bank.' The man responds by saying, 'Just tell them I'm mowing the lawn.' In a second scene, the same man is watching cricket on television. When his son answers and then calls him saying it's the bank, the man again says, 'Just tell them I'm mowing the lawn.' When the telephone rings a third time the man answers. It is the bank once again to tell him that it has found a way of saving up to 40% on his home loan. When he sounds interested the bank employee on the other end says, 'But if you're mowing the lawn I can call back.' The man is shown looking out of the window to a paved yard.

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

'This surely implies that lying to avoid the unwanted is reasonable behaviour?'

The reason I protest is because of the blatant lies being told...I find this a poor example for people who are struggling to come to terms with our society and the various standards imposed on it by advertising agencies...one of the biggest banks in Australia...willfully (sic) undermining standards parents are presenting is unacceptable.'

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 views and standards and did not breach the Code. The Board dismissed the complaint.