



CASE REPORT

1. Complaint reference number	304/00
2. Advertiser	Adelaide Bank 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, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a man ringing the doorbell of a house. A couple answers the door, the woman saying, 'Oh, good, you're here. Come in.' The trio sits in the lounge and the woman says, 'So, we've found another house. We weren't even looking, really, but it's perfect, in the same area, the kids won't even have to change schools.' Text appears: 'Home loans home delivered? That sounds like Adelaide's bank.' The woman continues, 'So, we just thought we'd find out what our options were.' The visitor, in an American accent, replies, 'Well, ma'am, there's many options, but only one true path -'. He holds up the Bible, another man arrives at the house and rings the doorbell, and he continues, '.....the way of our salvation. Once you open your heart to his word, the path to righteousness.' The couple exchanges a glance, and the advertiser's logo is superimposed on-screen.

THE COMPLAINT

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

'The advertisement is deeply offensive because it portrays the use of the Bible in a derogatory and blasphemous manner. It is in extremely bad taste and entirely inappropriate to expose the religious convictions of many people in this country to the ridicule suggested by the advertisement. Matters of the Christian faith are not appropriate to be used as an item of humour in the promotion of particular financial options, including banking.'

'I found this reference to the Bible and context most offensive

THE DETERMINATION

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

The Board determined, given the contextual humour of the advertisement, that the material within it did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.