



CASE REPORT

1. Complaint reference number	305/00
2. Advertiser	E*TRADE
3. Product	Finance/Investment
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘But he did save \$9 buying the shares’, comprises picture and text. The picture portrays the exterior of a multi-storey building against the sky, with a man in a business suit, arms stretched upwards, falling from the top. His image is reflected on the building. Below the picture on the right-hand side is displayed the advertiser’s logo and website and, on the left-hand side, text which reads, ‘Using those discount online brokers could cost you dearly in the long run. You’re better off with E*TRADE Australia . Our fees are low too (and you only pay when you trade). But perhaps more importantly, we include vital services to help you trade more successfully. Like lightning fast order placement, portfolio management and superb research. So if you use us, the next time the sharemarket takes a dive, you won’t have to.’

THE COMPLAINT

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

‘My concerns, as an emergency physician who treats and tries to prevent suicide, are that this advertisement seems to be drawing humor from the premature death of a share owner, despite the current awareness of the huge problem in Australia of youth suicide.with much being made in the press of Australia’s high share ownership by “mums and dads”, this advertisement could be seen as implying the jumping from a building when prices fall is a natural or common sequelae.’

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 that the material within the advertisement did not contravene prevailing community standard on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.