



## **CASE REPORT**

1. Complaint reference number	337/00
2. Advertiser	Perpetual Investments
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, 14 November 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement establishes the scenario of people in a train carriage being observed. Text is superimposed on the action: 'That report's due today or I'm dead. Spent all weekend on it. Meeting's at 11. Maybe I can move it back. God, I hate Mondays.' The action is interrupted by a blank screen containing the words, 'Would a secure future change the way you look at life?' With the advertiser's logo displayed in the lower right corner of the screen, the action is then duplicated, with alternative text: 'What a great day. New York, love to work there. Or maybe I'll go to Nepal. But if I met the right guy..... Might go shopping after that meeting.' The advertisement concludes with the advertiser's logo, information and website and a voiceover, 'Choose your future. Change the way you look at life. Invest – with Perpetual.'

## **THE COMPLAINT**

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

*'This is offensive to every Christian person because it contravenes one of the 10 commandments in the bible.....'*

*'We (object to) the blasphemous use of the name of GOD in a TV advertisement.....'*

## **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, while appreciating the points of view expressed by complainants, felt that the terminology used within the advertisement did not contravene prevailing community standards on language. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint. The Board noted in passing the advertiser's decision to amend the advertisement for future broadcast.