



## **CASE REPORT**

1. Complaint reference number	337/06
2. Advertiser	World Vision Australia
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 12 September 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement highlights the World Vision campaign to encourage 10,000 new sponsors for children in need. Current sponsors relate their experiences since they started to sponsor children in third world countries. “We sponsored a child through World Vision because we recently had our own child”; “Sponsorship is about looking after the long term development for the child and the community”; “For the small amount that I spend on sponsoring a child I get a great return”; Look, sponsoring a child is just so easy, just get on board and do it”. Tim Costello concludes “10,000 sponsors for 10,000 children in urgent need. Sponsor online at [worldvision.com.au](http://worldvision.com.au) or call 13 32 40 now”.

## **THE COMPLAINT**

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

*The sponsor’s words “for the small amount I spend, I get a great return” are offensive. They imply that a human being, in this case a disadvantaged child, is an investment – but not an investment in the caring sense of investing in the child’s wellbeing, but in the monetary sense. The sponsor’s words convert that child into a product, one which can be traded, thus dropped when the sponsor deems the return insufficient.*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*One of the aspects we wanted to illustrate was that sponsorship is a way to contribute to someone’s life and what the sponsors get in return for this commitment is the personal feeling of satisfaction with self, which was illustrated through the actual sponsor’s words. The intention of the ad was in fact to show that sponsorship is the “investment in the caring sense” – investment in the child’s future is what child sponsorship is all about.*

*Sponsorship is an involvement option that requires a financial commitment from a sponsor, but it does not provide a financial return.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement encouraged people to consider sponsoring a child as a sound financial investment rather than a good thing to do for the benefit of the child. The Board considered that the advertisement clearly indicated that sponsoring a child is a

worthwhile cause because it is of benefit to the child and will make the sponsors feel proud that they can assist a child.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.