



## **CASE REPORT**

1. Complaint reference number	425/99
2. Advertiser	Cash Converters (Blind Faith)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a church scene in which a man is preaching in an exaggerated manner, asking ‘Do you believe in the power ... Do you believe in the power of the Lord?’ A man in the congregation, apparently blind, stands up and says ‘I believe ... I believe’. He removes his sunglasses, says ‘I can see ... I can see!’ as the preacher says ‘That’s the power ... that’s the power!’ and the congregation begin celebrating. A close-up of the sunglasses lying on the floor is shown, with the superimposed words ‘Got something you no longer need? Convert it to cash at Cash Converters’ in a gothic script.

## **THE COMPLAINT**

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

*“... sad and offensive for the healing and compassionate ministry of so worthy a figure as Jesus Christ to be so tastelessly belittled and caricatured.”*

*“It makes a mockery of the blind and any other person who is in need of healing and portrays a false image of the Christian community.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of events within the advertisement did not constitute discrimination or vilification, particularly given its clearly fictitious context and the use of exaggeration for humorous effect. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.