



CASE REPORT

1. Complaint reference number	443/03
2. Advertiser	Debtless
3. Product	Finance/investment
4. Type of advertisement	Print
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which has as its heading “Bloody Debt”. The ad describes how the company can help with debt.

THE COMPLAINT

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

“... the advertiser draws attention to the ad through the use of offensive language.”

“It is not a term that should be used to induce consumption of one’s product or service, and I would not want my children accepting the use of such language in print media.”

THE ADVERTISER’S RESPONSE

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

“We don’t mean to use it in an offensive way but it seems to catch the eye of all kinds of people who need help with their debts.”

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 that in the context of prevailing community standards, the majority of viewers would not be offended by the language used.

The Board found that the depiction did not contravene the provisions of the Code relating to language use.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.