



CASE REPORT

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| 1. Complaint reference number | 90/00 |
| 2. Advertiser | eVentures Holdings Pty Ltd (E-LOAN-butcher) |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘How can you expect to be any good at something you don’t do every day?’, portrays a scene in a hairdressing salon. It shows a butcher with his implements, clothing spattered in blood, holding a pair of scissors in one hand and a portion of a female client’s hair in the other. The advertisement also carries, as a major message, the words ‘You don’t get a home loan every day. But we do.’

THE COMPLAINT

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

‘I find this very disturbing as I think it portrays not a simple hairdressing experience but the precursor to a very violent act. To me, it looks as if he is about to kill the woman. I find the image extremely offensive and believe it would cause great distress to children.’

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 image within the advertisement did not constitute a depiction of violence and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.