



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 93/01 |
| 2. Advertiser | Watling Roche Lawyers |
| 3. Product | Professional Services |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement is captioned ‘Thank God we’re on your side’, and includes the advertiser’s logo and details, alongside the words, ‘The first choice in personal injury.’

THE COMPLAINT

Comments made by the complainant in regard to this advertisement include the following:

‘I’m not a particularly religious person, but I find the mix of religion and commerce inherent in the advertisement sufficiently distasteful to inspire this complaint.’

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 determined that the material within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.