



CASE REPORT

1. Complaint reference number	96/00
2. Advertiser	eVentures Holdings Pty Ltd (E-LOAN-cow)
3. Product	Finance/Investment
4. Type of advertisement	Print
5. Nature of complaint	Other - Miscellaneous
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 dairy shed. It depicts a grimacing woman wearing a dressy suit, jewellery and shoulderbag, her right hand and arm encased in plastic protection, the hand to the wrist inside the rear of a cow. A casually dressed man wearing a battered, stained hat stands behind her, raising and holding the cow's tail. 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 complainants made regarding this advertisement included the following:

'This is the first time I have ever felt it necessary to make a complaint, but this double page colour spread has reached an all-time low!'

'Surely we haven't sunk so low as a society that the only way we believe we can get someone's attention is to take away an animal's right to be treated with respect and dignity. I feel deeply ashamed to belong to such a society, if that is the case.'

'The shock value of this advertisement is attention grabbing but it is extremely offensive visually and is totally unrelated to the business of a company that is selling home-loan products.'

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 advertisement did not raise any issues covered by the Code and did not offend prevailing community views and standards. The Board, accordingly, dismissed the complaint.