

Thank you for contacting the Advertising Standards Authority with your concerns about this advertisement. We value your feedback. In accordance with our Rules, we can only accept complaints where there is a likely breach of one or more of the [Advertising Standards Authority Codes](#).

COMPLAINT NUMBER	24/090
ADVERTISER	For the Protection of Zion Trust
ADVERTISEMENT	For the Protection of Zion Trust Print
DATE OF DECISION	27 May 2024
OUTCOME	No Further Action

Complaint: This advertisement is clearly in breach of Rule 1 (c) Decency and Offensiveness Guidelines that states Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule. Given the current genocide in Gaza this advertisement not only spreads disinformation regarding historical facts but is likely to give rise to hostility contempt and abuse and to cause serious and widespread offence, this is completely inappropriate use of advertising.

4 duplicate Complainants shared similar views

About Advocacy Advertising

Complaints about advocacy advertising are considered differently to complaints about advertising for products and services.

In assessing whether an advocacy advertisement complies with the Advertising Standards Code, the freedom of expression provisions under the Bill of Rights Act 1990 must also be considered.

Section 14 of the Act says: “Everyone has the right to freedom of expression, including the freedom to seek, receive, and impart information and opinions of any kind in any form.” This freedom of expression supports robust debate on current issues in a democracy.

Under Rule 2(e) Advocacy advertising of the Advertising Standards Code:

- The identity of the advertiser must be clear
- Opinion must be clearly distinguishable from factual information, and
- Factual information must be able to be substantiated.

If the identity and position of the Advertiser is clear, a more liberal interpretation of the Advertising Standards Code is allowed.

Ruling

The Chair of the Complaints Board ruled the issue you raised does not reach the threshold to breach the relevant Advertising Standards Authority Codes and therefore we will not take any further action.

The relevant codes are **Advertising Standards Code - Principle 1, Principle 2, Rule 1(c), Rule 2(a), Rule 2(b), Rule 2(e)**

The Chair considered the context, medium and audience of the advertisement, the product or service being advertised and when applicable generally prevailing community standards. The Chair also considered decisions about similar issues or advertising.

More Information about the ASA and Advertising Standards

For further information about the Advertising Standards Authority and the work we do, see our [website](#).

Appeal Process

If you wish to appeal this ruling, here is more information about the appeal [process](#). All appeals must be lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.