



Brook House
2-16 Torrington Place
London WC2E 7HN
Tel 071-580 5555
Fax 071-431 3051

Please Quote: A92-03597/04482/JMP

Mr Adrian Parsons
105 Southampton Road
Cosham
Portsmouth
PO6 4SH

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COPY

Dear Mr. Parsons

RE: APACS FRAUD PREVENTION ADVERTISEMENT

The ASA Secretariat is proposing to report the above case to the Council of the Authority as attached.

This is at present a draft recommendation and the final decision on the form of its publication will rest entirely with the Council. Copies of the proposed report are being sent in confidence to the advertisers, agency, if involved, and the complainants. Any comments you may wish to make on the factual accuracy of the draft will be carefully considered if received, in writing, within seven days.

If after consideration the draft recommendation is passed by the Council, the complaint will appear in our forthcoming Monthly Report of complaint investigations. If, however, any changes are made, we will write to you again.

In the meantime, we would ask you to treat as confidential the enclosed draft recommendation pending publication of the Council's findings in our Monthly Report.

Yours sincerely

Joanna Roth

Joanne Poets
JMP/lr

RECEIVED 21 AUG 1992

The Advertising Standards
Authority Limited

Chairman,
Sir Timothy Winton, PC

Director General, Manila Museum

[illegible]

Registered in No. 131274 England
A non-profit making company limited
by guarantee.

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**DRAFT REPORT:
SUBJECT TO CONFIRMATION**

A92-03597/JMP

APACS FRAUD PREVENTION

Mercury House
Triton Court
14 Finsbury Square
London
EC2A 1BR

AGENCY:
Ogilvy & Mather
Advertising

COPY

COMPLAINT:
Objections to a national press advertisement which discussed the issue of credit and debit card fraud and claimed "Every year, millions of pounds finds its way into criminal hands through fraudulent use of lost and stolen plastic cards. It's money that is used, increasingly, by organised crime to fund drugs and pornography rackets. It's money that would never fall into criminal pockets at all, if we took better care of our cards". The complainants challenged whether the advertisers could substantiate the claim that the money was used to fund pornography rackets.

(B 1.2; B 5.1; B 5.2.1)

ADJUDICATION: Complaints upheld.
The advertisers provided evidence which showed that there were links between plastic card fraud and drug rackets. The only information submitted in respect of pornography was in the form of press articles which the Authority did not consider to be adequate support for the claim. The advertisers stated that references to pornography would be deleted from their advertising until full evidence could be provided.

Complaints from: Cambridgeshire, Hampshire

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