

MEDIA INFORMATION

For immediate release: 10 December 2009

Misleading Google Ads Spark Internet Outrage

Caboolture business owner Kerry Whiting of Ozzie Off-Road is fighting back after finding Internet giant Google displaying advertisements designed by another business to confuse and mislead consumers.

“There’s an operator in New South Wales who is bidding on our business name as a search term in Google AdWords advertising program. The results then show this operator’s Google advertisement with the heading “Ozzie Off Road” as though it’s our business advertising,” said Whiting.

“This is purposely and deliberately done through a paid “sponsored link” to try to make you, wrongly, believe that you are contacting the company of your choice.

“Unfortunately, this is a tactic that seems to be gaining in acceptance and can be seen across varied industries and products.

“With all of the advances the internet has brought, it has also encouraged a move away from fairness and honesty. Australian businesses need to be more aware of the methods and content being used by their web designers and other authorized personnel,” said Whiting.

“Google makes profits in the billions of dollars largely as a result of their advertising program – it’s about time they took steps to stop their advertisers misleading consumers,” he said.

Whiting has made complaints to the NSW Office of Fair Trading, Google and the company with no response to date.

“We’re quite happy to stack our products up against any competitor products – but we won’t sit idly by and watch others try and confuse consumers. That’s simply not right and it’s time they, along with Google, took a look at how they do business,” said Whiting.

More information:

<http://www.ozzieoffroad.com.au/the-ultimate-compliment-or-misleading-advertising/>

ENDS

Media Inquiries to: Kerry Whiting, Ph: 07 5495 5333