



CASE REPORT

1. Complaint reference number	271/05
2. Advertiser	Bank of South Australia (pony)
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Advertising to Children Code - Social value – section 2.4 Health and safety – section 2.6 Other - Portrayal of animals
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a Bank of South Australia employee walking into her manager's office. She announces: "*The pony has bit a customer.*" The smile on the manager's face quickly fades. He walks briskly out of his office carrying a poster in his hand. In the customer area there is a Shetland pony roped off in one section of the room. He walks over to a poster that reads: "*Free pony ride with every home loan*" and then rips it off the wall. He then fixes another poster to the wall in its place. The next poster reads: "*No application fee home loans.*" The following scene shows the pony exiting the bank by itself and walking down the street.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

"... Ad features Shetland pony no longer of use to the bank being pushed out into a built environment without care or supervision, and put in danger from traffic – certainly at risk. This is irresponsible and portrays animals as not worthy of care and able to be exploited for money and cast aside when no longer of use."

"Both of these ads are offensive, not in line with the standards of our society and set a poor example to children – the pony ad is upsetting for many children..."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"Section 2 of the AANA Advertiser Code of Ethics has been reviewed and in the Bank's opinion our ad does not breach any of the stated regulations."

"The purpose of this commercial was of a tactical nature – creating awareness that BankSA is offering "no application fee on selected home loans" for a limited time. We certainly did not intend to cause any offence to viewers."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the view that the majority of people would find this advertisement humorous rather than offensive. The Board considered that the majority of people would understand the humour used

in this advertisement and would not interpret this advertisement as an endorsement of neglect of animals by forcing them into built environments without care or supervision. The Board further considered that the majority would not interpret this advertisement as endorsing the exploitation of animals for money.

The Board found that the scenes in the advertisement did not contravene any provisions of the Code. Accordingly, the Board dismissed the complaint.