



Case Report

1	Case Number	0014/16
2	Advertiser	Allianz Australia Ltd
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/02/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.6 - Health and Safety Unsafe behaviour
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is to promote car and home insurance. It shows a father trying to wash his car but no water is coming out of the hose. His son notices a kink and straightens the hose to allow the water to flow, which surprises the father as the water sprays in to his face. The hose spraying water becomes out-of-control, firstly breaking a house window and then squirts a passing ice cream van driver in the face, causing him to crash into the mothers car. The mother then calls Allianz to report the incident while the cream van driver hands out ice creams.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*What if some children take this scenario on board and play a prank on one of their friends or family. What happens to someone's eye when it's blasted by a jet of water? Is it likely to result in some damage to the eye? I think a demonstration of this type particularly with an exposure to someone's eye is stupid and pranks eventually come undone. It only takes one eye.....
Having a force of water being released into an eye at such a close distance is a very dangerous act that in real life could cause someone to lose an eye, especially if a child or youth copies the ad.*

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The TVC, identified by the Key Number ALL_HOSE30_R1, is one of a series of “Ahhh Moments” TVC’s that Allianz has produced to market its products. These advertisements include exaggerated events to highlight the importance of having appropriate insurance cover. The Allianz “Ahhh Moments” advertisements are known for their humorous depictions of motor vehicle and home insurance incidents that have unintended and funny consequences associated with real life situations.

The exaggerated scenario in this TVC depicts an out-of-control garden hose that breaks a window and squirts an ice cream van driver causing him to crash. The commercial is loosely based on reality; however like most Allianz advertising creative we have exaggerated a scenario or sequence of events in order to demonstrate the importance of having appropriate insurance cover.

We have carefully considered the complaint and the TVC in light of the provisions of the AANA Code of Ethics (“Code”). While we understand that the Board will review the advertisement in its entirety against Section 2, the nature of the complaint appears to relate more specifically to Section 2.6 of the Code (Health and Safety), particularly the concern that the advertisement contains imagery that may condone or encourage a person, especially a child or youth, to release water from a garden hose at close proximity to their eye.

For the following reasons, we submit that the advertisement does not breach Section 2.6 of the Code.

- The TVC was granted a W rating by CAD. All networks were instructed not to place the advertisement within children’s programming. All free-to-air networks have confirmed that the scheduling of the advertisement is compliant with the CAD approval rating.*
- The advertisement is clearly targeted at adults, who are now or may soon be in the market for insurance, and uses humour and exaggerated situations that members of the target audience would easily comprehend. The action of the young boy to untangle the hose is clearly to assist his father with the blocked garden hose. There is no malicious or dangerous intent portrayed in the advertisement.*
- The water spraying into the father’s face is not specifically shown in the advertisement, nor does the advertisement suggest that the water is directed into the eyes. As depicted in later scenes of the advertisement, the father is clearly not hurt by the incident. In our view, the advertisement could not be reasonably perceived to condone or encourage a person, including young children, to spray hose water into a person’s eyes.*

In addition, we submit that the advertisement is not in breach of the remaining parts of Section 2 of the Code as: There is no discrimination or vilification; There is no sexualisation; There is no imagery portraying violence; There is no sexuality or nudity; There is no inappropriate language for the relevant audience.

For the above reasons, we do not consider that there is a breach of Section 2 of the Code.

Accordingly, we respectfully request that the complaint be dismissed.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement depicts a rush of water from a hose spraying in to a man’s eyes which is dangerous and could cause serious injury.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that this television advertisement depicts a man examining his hose because no water is coming out and then being sprayed in the face after his son straightens a kink which was blocking the water flow. The Board noted that the rest of the advertisement depicts the follow-on events resulting from this moment which include a window being smashed and a van colliding with a car.

The Board noted the overall theme of the advertisement and considered that the scenes are all fantastical and intended to represent unlikely, although not impossible, situations which may result in a need for insurance.

The Board noted the complainant’s concern over the man holding a hose close to his face and considered that this scene is intended to be the catalyst for the ensuing events and therefore is depicted as something which is undesirable. The Board acknowledged that high pressure water spraying in to a person’s eyes could result in injury but considered that the advertisement does not show the hose in the man’s eyes specifically and in any event the man’s reaction to the water in his face indicates it is not an action which should be copied. The Board considered that the advertisement did not encourage or condone members of the community to spray a hose in their or anyone else’s face.

The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

