



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0063/18
2	Advertiser	AHM Health Insurance
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.1 - Discrimination or Vilification Occupation

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts five professionals, a physiotherapist, a chiropractor, a dentist, a naturopath and a podiatrist watching a client play cricket.

THE COMPLAINT

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

This add is biased and offensive towards the chiropractor and naturopaths. It makes the naturopath look like a fairy idiot and chiropractor look stupid in a silly outfit, whilst making the physio, optometrist and dentist look smart and educated. It actively encourages people to not assign any funds to chiro or naturapath. It even takes aim at chiropractors having to see patients more than once or twice a year. It is even sexist as the men are the professional educated practitioners you are encouraged to see, and the females are the silly chiro and naturopath who they encouraged you not to see.



THE ADVERTISER'S RESPONSE

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

As a business we place a high value on the importance of all our modality providers including naturopaths and chiropractors. The characterisations of each modality depicted in the advertisement are intended to be exaggerated and hyperbolic and to illicit humour in-line with our brand personality, rather than belittling or offensive in any way.

The intent of the campaign is to demonstrate the flexibility of our 'flexi' products by showing a number scenarios where a member can chose how they use their included extras on their product. We use a number of different scenarios outlining the utility of our flexi offering across the campaign, each displaying a different outcome. This accurately reflects how our flexi limit products may be used (subject to the relevant terms and conditions of the policy).

Across the campaign, there was no intended bias towards a particular modality but rather three different scenarios that were considered relevant in the context of playing cricket. While natural therapies was not utilised in this instance, one scenario shows how a flexi limit can be used to spend "a bit on dental" (\$200) and "a lot on chiro" (\$500).

THE DETERMINATION

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

The Board noted the complainant's concerns that the advertisement discriminates against certain occupations and women.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted the Practice Note for this section of the Code provides the following definitions:

"Discrimination – unfair or less favourable treatment

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule"



The Board noted the television advertisement depicts five professionals, a physiotherapist, a chiropractor, a dentist, a naturopath and a podiatrist watching a client play cricket.

The Board noted the complainant's concerns that the advertisement depicts naturopaths and chiropractors as silly women and depicts the men as having the more educated roles.

The Board noted that occupation was not a category under Section 2.1 of the Code and therefore could not be considered by the Board.

The Board considered that the five professions in the advertisement were shown with items or costumes representing their professions.

The Board considered that these stereotypical depictions of professions were not negative, and in particular that the female chiropractor and naturopath were not depicted in a discriminatory or vilifying manner.

The Board considered that this was not a depiction of material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code.

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

