



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0108/18
2	Advertiser	Suncorp
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/03/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features a voice over speaking to a woman named Jean. Jean is watching her husband attempting to use her new car while the voice over questions whether she is insured.

THE COMPLAINT

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

The advertisement portrays the male/husband as inept, clumsy, unintelligent and incompetent simply due to his sex as he is attempting to gain entry to and use his wife's new car. I can't imagine the furore if the sexes were reversed in this advertisement. Myself and my wife find this offensive and derogatory.

THE ADVERTISER'S RESPONSE

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



At your request and to alleviate any other concerns, we will address all of section 2 of the AANA Code of Ethics and provide some context relation to the advertising approach in the recent “GIO Motor” execution, section 2.1 if the AANA Code of Ethics.

2.1 - Discrimination or vilification

At no point during any GIO advertising do we portray people or depict material in a way which could be discriminatory, nor we do set out to vilify people or sections of the community.

Whilst we acknowledge this complaint, this piece of advertising was designed to bring light humour to the relationship between the husband and wife.

Given it was a brand-new car, the scenario was to highlight the fact that the husband wasn't sure how to operate the keys, based on an insight that often drivers do struggle with the key fobs and buttons on new vehicles.

This confusion occurs under the watchful eye of his wife “Jean” which adds to his nervousness, and highlights how overprotective she is of her new car. In no way was it designed to deliberately make fun of either gender.

2.2 - Exploitative and degrading

At no point during this advertisement (or any GIO content) do we employ sexual appeal in a matter which exploits or degrades individuals or groups of people.

2.3 – Violence At no point during this advertisement (or any GIO content) do we depict violent situations, nor do we encourage violence in any shape or form, and this is reflected in our CAD rating for this commercial.

2.4 - Sex, sexuality and nudity

GIO's advertising will never include sex, sexuality or nudity.

2.5 – Language

The advertisement in question has no strong or obscene language and only uses language appropriate to the audience

2.6 - Health and Safety

As per our stance on section 2.3, the advertisement in question does not contain any material contrary to Prevailing Community Standards on health and safety.



2.7 – Distinguishable as advertising

The advertisement in question is clearly distinguishable as advertising and there have been no attempts to disguise it as otherwise. This is most evident through the strong presence of the GIO logo and branded end-frame, brand music, branded characters and the language used.

We take all complaints we receive very seriously so we appreciate you raising the issue with us.

THE DETERMINATION

The Ad Standards Community Panel (the “Panel”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Panel noted the complainant’s concerns that the advertisement discriminates against men.

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

The Panel 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 Panel noted that the Practice Note for Section 2.1 of the Code of Ethics provides the following definitions:

- Discrimination – unfair or less favourable treatment
- Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.

The Panel noted this television advertisement features a voice over speaking to a woman named Jean. Jean is watching her husband attempting to use her new car while the voice over questions whether she is insured.

The Panel noted the complainant’s concern that the advertisement portrays the male as inept, clumsy and unintelligent due to his sex, and if the sexes were reversed this would be unacceptable.

The Panel noted that it was only able to consider the content of an actual advertisement, not a hypothetical alternative.

The Panel considered that the advertisement depicts a man struggling to open a car



with new technology. The Panel considered that many people have difficulty initially in operating technology that is new to them, and that this is not a suggestion that they are unintelligent.

The Panel considered that the depiction of the man in this advertisement being unable to unlock a car, does not suggest that all men would have the same problem.

The Panel considered that the light-hearted and humorous tone of the advertisement, combined with the depiction of a relatable scenario, is not a depiction which would be seen to humiliate or incite ridicule of this man, or men in general.

The Panel considered the advertisement did not portray material in a way which discriminates against or vilifies a person on the basis of gender.

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

