



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0157/12
2	Advertiser	Golden Chain Motor Inns Ltd
3	Product	Travel
4	Type of Advertisement / media	TV
5	Date of Determination	09/05/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Disability

DESCRIPTION OF THE ADVERTISEMENT

Testimonials from guests who have stayed at Golden Chain Motor Inns. The ad contains several people, both male and female retirees of ages 50 and above speaking to camera of their experience staying in Golden Chain Motels and their experiences of the local area where the stay occurred. The ad finishes with seniors saying, "Adventure now, dementia later."

THE COMPLAINT

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

*AGAIN "ADVENTURE NOW- DEMENTIA LATER" is EXTREMELY OFFENSIVE . As stated earlier "ADVENTURE NOW- DEMENTIA LATER" is NOT funny. dementia is an extremely CRUEL & SLOW DISEASE & TERMINAL. As we do NOT and are NOT allowed to discriminate or make fun of or use derogative remarks about other diseases/ disabilities WHY does advertising allow this?
PLEASE PLEASE REMOVE THIS AD!*

THE ADVERTISER'S RESPONSE

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

I am the Account Director at DMC Digital – DMCI Ad Agency and I'm writing to you on behalf of our client Golden Chain Motor Inns Ltd.

In January of this year, Golden Chain engaged our services to produce a series of branding advertisements for their Group of Motels. Our strategic partner, Pearman Media is the media buyer and the campaign includes the mediums of TV, Print, Outdoor and Digital across National metro and regional markets targeting all people 25+ with a female skew. A detailed copy of the media plan will be provided at your request.

The Golden Chain TVC campaign features a series of commercials that take its inspiration from "Interesting Places, Familiar Faces". We endeavoured to portray Australian destinations as "the place to go", with Golden Chain motels as "the place to stay". In doing so, we aimed to target three distinct demographics: Retirees, Young Families and Business Travellers. The campaign featured specified TVCs for each demo, as well as general TVCs that covered all groups.

The creative treatment for the Golden Chain campaign was designed to feature real people, in real life holiday destinations, as they speak about their experience of travelling. In keeping with "Familiar Faces", we undertook a testimonial-style approach to interviews so as to create a real-life conversational atmosphere. We employed this interview style with all potential subjects we encountered, so as to cultivate organic and spontaneous responses. As a creative process, we engaged in on-camera conversations with real people about their motivations for, and experience of travelling. We wish to make it clear that these testimonial-style interviews were not scripted - all opinions belong to the subjects featured, and came to surface in an organic and genuine way.

The comment in question "Adventure before Dementia" was a genuine response from a couple we interviewed during the course of our filming for Golden Chain. It was an authentic, unscripted opinion and was in the context of the couples approach to travel and living their lives – a mantra, they appeared from our interview with them, to genuinely believe in. I believe that the TVC does not intentionally or deliberately demean or offend sufferers of this disease as is evident by the light-hearted tone of the talent concerned. The talent is a pair of retirees who are saying in their own way "seize the day" and make the most of life. In the public arena, there are many businesses and products, blogs, social media groups and travel gatherings that refer to the term "Adventure before Dementia" Some examples include T-shirts, spare wheel covers, stickers, patches, mugs and coffee cups, Facebook & Twitter references. The website Grey Nomads Australia has a journal titled Adventure before Dementia. If I can provide any further information, please contact me.

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 concerns that the advertisement is offensive and cruel to people who suffer from dementia..

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: “Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.”

The Board noted that the advertisement features testimonials from guests who have stayed at Golden Chain Motor Inns and includes an older couple who laugh and smile and make the comment “adventure now, dementia later”

The Board noted the complainant’s concerns regarding the use of a statement that makes light of such a serious condition. The Board considered that the tone of the advertisement is lighthearted and that the use of the catch phrase “adventure now, dementia later” would be seen by most people as a lighthearted reference to an undesirable illness and old age and not be taken as being demeaning to sufferers of this disease.

A minority of the Board agreed that members of the community who either suffered from dementia or have been affected by friends or family that have suffered from the condition would likely be offended by the apparent disregard for the seriousness of the condition. The majority of the Board however, considered that the realistic and natural style of the people in the advertisement reflected a genuine desire to live life to the fullest and enjoy every moment rather than wait to get old and perhaps be affected by any condition that may affect the ability to travel and participate in exciting adventures.

The Board considered that most members of the community would not be offended by the comments in the advertisement and would recognize that the advertisement is a lighthearted encouragement of taking time to travel and adventure before getting too old.

The Board determined that the material depicted did not discriminate against or vilify any person or section of the community and did not breach Section 2.1 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.