



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0208/11</b>
<b>2</b>	<b>Advertiser</b>	<b>iSelect Pty Ltd</b>
<b>3</b>	<b>Product</b>	<b>Insurance</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>13/07/2011</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.2 - Violence Other

### DESCRIPTION OF THE ADVERTISEMENT

The TVC communication is set in a fictitious office with actors portraying staff and an actor as an implied manager. The 'manager' explains the government increases to the cost of private health insurance, at this time of the year.

The final interplay is with is between the 'manager' and 'staff member with a moustache' who is removed from the scene as he was not meant to be a part of the demonstration.

### THE COMPLAINT

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

*Both advertisements make light of workplace harassment. This is a serious issue and by treating such incidents as these as a joke on prime time TV it could have the effect of making this kind of petty bullying acceptable.*

### THE ADVERTISER'S RESPONSE

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

*The final interplay of the TVC is purely comedic in intent and execution, included to elicit cut through of the TVC.*

*It is not iSelect's intention in the 'Rate Rise' 30 & 15 sec TVC communications, to 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, appearance or political belief.*

*Further to this, the interplay between "Mr iSelect & the staff member with the moustache" detailed in the complaints is not intended in any way to condone or promote workplace bullying or violence. Nor is it in anyway representative of an iSelect workplace or staff interaction. The interplay between the actors as mentioned is purely comedic and included solely as an entertaining element of the communication's core messages.*

## **THE DETERMINATION**

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

The Board noted complainants' concerns that the advertisement depicts and condones workplace bullying.

The Board noted Section 2.2 of the Code which requires that 'advertising or marketing communications not use violence unless it is appropriate in the context of the advertised product or service.'

The Board noted the advertisement features an iSelect male manager pushing a male member staff with a moustache away on his office chair and commenting on how he wasn't meant to be in the advertisement.

The Board noted that the manager has other staff members labelled with categories to depict different health funds and to highlight the importance of comparing funds with others. The Board considered that all of the members look somewhat confused and uninterested in participating in the activity including the man with the moustache who is subsequently rolled away on his chair.

The Board noted the advertiser's response that the intent of the advertisement was to be purely comedic and humorous. The Board noted that the male member does not look upset or concerned about the way he is being treated and the impression from the advertisement is that the manager is not bossy or nasty.

The Board determined that the advertisement did not breach Section 2.2 of the Code as it does not depict or condone workplace bullying.

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

