



Case Report

1	Case Number	0242/16
2	Advertiser	iSelect Pty Ltd
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/06/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man standing in his Speedos on a diving platform. He pops in his orange earplugs and we see one of these earplugs talking: “By diving into Geoff’s needs, iSelect’s experts helped him buy the right, car and health insurance, and broadband.”

Geoff charges towards the edge of the platform and hurls himself out into the air, into an awkward tumbling flipping mess of arms and legs and yet manages to enter the water with only a tiny splash. The orange earplug continues with, “So now he’s in a place where he always gets it right.”

He hurtles towards the water. It looks as if he’s about to complete a sickening belly whacker, but somehow he straightens up at the last moment and makes only a tiny splash. We then see him perform another messy dive with a neat entry in to the water before he climbs to the very highest tower where he is joined by another man. The orange earplug says, “Geoff also put his brother onto iSelect” and we see the two men perform an awkward dive which again results in a perfect entry in to the water with a tiny splash. Orange earplug: iSelect your life and you’ll always get it right.

THE COMPLAINT

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

*The ad is inappropriate for that time slot: 2 semi-naked men jumped from platform to the pool.
They are not suitable for kids.*

THE ADVERTISER'S RESPONSE

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

The purpose of this advertisement is to introduce customers to iSelect's new brand platform of "always get it right".

The "always get it right" concept celebrates the sense of confidence anyone feel when they purchase through us. At iSelect, we help people to make the right call on some of life's most important household financial decisions.

The new advertisement is designed to position iSelect as the go-to destination for customers to confidently compare and buy from thousands of plans, products and policies. It builds on the humour-based history of the brand and uses the power of "getting it right" as the story-telling device.

Consistent with iSelect's previous advertising, this advertisement is designed to be cheeky and depicts fictional iSelect customer "Geoff" and his brother 'always getting it right'.

Geoff is shown on a diving platform at his local swimming pool. As such, both he and his brother are shown wearing blue speedo-type bathers. They are not 'semi-naked' as these type of bathers are entirely appropriate attire for diving and wearing at a swimming pool.

As such, we are confident that there is nothing sexually inappropriate about either Geoff's attire or behaviour (or his brother's in the 30 second version).

We also believe it is entirely appropriate for the time slot of 6-8pm, as indicated by its "PG" rating from CAD. However we recognise that it should not be broadcast during or adjacent to programing specifically aimed at children rated either 'P' or 'C'.

In summary, iSelect submits that the advertisement in question does not breach any part of Section 2 of the AANA Code of Ethics. Specifically, iSelect submits that this advertisement does not breach the AANA's code in relation sex, sexuality or nudity (Section 2.4).

We thank the ASB Board for consideration of iSelect's response to this complaint, and trust the information provided satisfies the ASB's request in full.

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 is inappropriate for children as it shows semi-naked men.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Board noted that there are two versions of the advertisement, the 15 second version shows a man in speedos standing on a diving platform at the swimming pool, then diving into the water below and the 30 second version shows the man joined by another man, his brother, and both standing on a diving platform at the swimming pool, then diving into the water below.

The Board noted that the men are wearing blue speedo-type costumes. The Board considered that the men's presentation in their swimwear throughout the advertisement was entirely appropriate for a scene at a pool and was not sexualised. The Board also noted that at the end of the advertisement the man stands next to the iselect logo in his swimwear and jiggles his hips but considered that this was seen from a distance and the impact was therefore minimal.

The Board noted that this is a PG rated advertisement which is not shown during or adjacent to P or C rated programming specifically aimed at children.

The Board considered that most members of the community would not find the imagery sexually suggestive, and that the advertisement treated sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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