



Case Report

1	Case Number	0270/13
2	Advertiser	AAMI
3	Product	Insurance
4	Type of Advertisement / media	TV
5	Date of Determination	14/08/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is aimed at small business owners and depicts a woman in child birth. The woman takes two calls on her mobile phone much to the surprise of her partner and the medical team assisting with the birth.

THE COMPLAINT

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

It has been in a lot but the last one I saw was on Sunday between 7.20 and 7.30 three times on the Sunrise show.

This is degrading and offensive and teaches our future generation no respect. How Sunrise allowed this ad to be viewed I'll never know. Why is childbirth being made so light of I'll never know. It won't give AAMI any good publicity I can assure them. Nor will it get them extra business as most people simply turn the TV off.

Most of all it's our children that are being given the wrong idea. TV has a big influence on them.

THE ADVERTISER'S RESPONSE

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

The first component of the complaint relates to media placement. The Weekend Sunrise programme provides news, sport and weather content and is not targeted at children. The target demographic of 35-64 for AAMI Business Insurance is consistent with this placement. Given our 'W' CAD rating, we've been careful not to place the spot within cartoons or other programmes promoted to children or likely to attract a substantial child audience.

The second component of the complaint relates to content. In no way do we make light of childbirth. Nor are we discriminating against the audience on the basis of gender or age. The intent is to be humorous and we're not seriously suggesting women conduct business activities during childbirth. We've simply sought to highlight in a memorable way the difficulty owners face switching off from running their small business.

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 degrading and offensive towards women and makes light of childbirth.

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

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...gender.."

The Board noted that the advertisement features a woman in a hospital delivery room with her partner and medical team around her to assist with the delivery of her baby. The woman is on the phone taking an order for a cake over the phone. After she finishes the call, she returns her focus on giving birth until the phone rings again. The voiceover describes how small businesses never switch off and that with AAMI you can get a quote online in under 3 minutes.

The Board noted that the woman appears very controlled and happy in her conversation over the phone with a customer who is placing an order for a cake. The Board noted that when the woman ends the phone call she instantly resumes heavily breathing and straining to portray that she is in labour.

The Board noted that the scenario depicted is intended to appear unrealistic and humorous in nature and agreed that most members of the community would recognise that the depiction of a woman giving birth and still conducting business over the phone is highly unlikely and unrealistic.

The Board noted that the product being advertised is highlighting the ease and speed at which you can obtain a quote and insurance cover and that for small businesses this is very important. The Board considered that the humorous nature of the advertisement did not portray the woman in a manner that suggested that childbirth is something to be taken lightly and that it was not disrespectful to women and 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 complaints.