



Case Report

1	Case Number	0279/17
2	Advertiser	SGIO Insurance
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	21/06/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features two brand characters who are work colleagues and friends. They are meeting up outside of work hours and away from the workplace. In this case, the male character “Greg” is visiting the female character “Janice”, who is polishing her prized possession, her vehicle. Greg is trying to find out how the vehicle was repaired quickly. Janice hints at what she considers to be the obvious solution, SGIO Comprehensive Car Insurance. SGIO is represented as the elephant behind the vehicle, which is in line with the overarching “elephant in the room” campaign concept.

Greg remains oblivious to the elephant and continues to admire the vehicle by having a closer look around the vehicle and touching the bonnet. Janice flicks her dry polishing cloth across the bonnet in Greg’s direction (above his arm) to gain his attention and try to prevent him from touching the now polished vehicle.

The voiceover then promotes SGIO’s Comprehensive Car Insurance Repair Guarantee \$100 Offer. The relevant terms and conditions are displayed in super.

THE COMPLAINT

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

At the end of the advertising, when man was trying to touch the bonnet of the car (near it;s centre, close to the windshield), the woman whipping her wet polishing towel at the man's hand, or near, preventing him touching the car (the actual whipping to the hand was not shown), and making angry face/gesture. The man jumped back afraid/scared.

The above scene is promoting domestic violence (woman against man), which is against Free-to-Air TV's policies.

THE ADVERTISER'S RESPONSE

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

It is our belief that the advertisement does not contravene any part of Section 2 of the AANA Advertiser Code of Ethics.

The scenario depicted in the advertisement clearly suggests a genuine level of friendship between the two characters. This friendship is demonstrated by the casual nature of the conversation, the fact that the male character "Greg" knows that the vehicle belonging to the female character "Janice" is nicknamed "the beast", and that "the beast" was recently in for repairs.

Further, we note these two characters have appeared together in numerous SGIO commercials since September 2016, including chatting together in their workplace lift and at a carwash.

Janice playfully flicking her polishing rag at Greg was merely to show in a gentle and light-hearted manner how proud she is of her vehicle after it's been repaired by SGIO.

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 depicts a woman whipping a wet towel at a man which is promoting domestic violence.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted that this television advertisement features a woman polishing her car then flicking the cloth at her male friend when he attempts to touch the paintwork on her car.

The Board noted that we do not see the polishing cloth making contact with the man and considered that the most likely interpretation of this scene is that the woman was warning the man not to touch her freshly polished car rather than an intention to hit and/or harm the man.

The Board noted that domestic violence is of serious community concern but considered that in this instance the advertisement is clearly depicting a light-hearted exchange between two friends rather than an incidence of violence.

The Board considered that the advertisement did not depict, encourage or condone violence against a person and determined that the advertisement did breach Section 2.3 of the Code.

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