



Case Report

1	Case Number	0290/16
2	Advertiser	First National Real Estate
3	Product	Insurance
4	Type of Advertisement / media	Cinema
5	Date of Determination	13/07/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Age

DESCRIPTION OF THE ADVERTISEMENT

This cinema advertisement opens on a suburban street filled with quiet, well presented houses before stopping on a house with people throwing car parts around and generally trashing the house. The on-screen text reads, "How well is your agent managing your property? First National Real Estate. We put you first".

THE COMPLAINT

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

The ad clearly depicted young people, as a group, as poor tenants, and strongly suggests that landlords should expect to be protected from young tenants by their agents. This portrayal encourages age discrimination in the rental market, thus it contravenes the Australian Association of National Advertisers Code of Ethics Section 2.1.

THE ADVERTISER'S RESPONSE

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

The ad in question has been used over the years on TVC with no issue.

The people depicted at the end of the ad are obviously trashing the house and yard and no

particular "type" is depicted.

The message of the ad is that First National Real Estate will manage your property while it is rented and ensure that it is looked after.

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 ageist in its depiction of young people as poor tenants.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that this cinema advertisement focuses on a street of immaculate houses before stopping at a house with a junk filled front yard with people throwing car parts around.

The Board noted the advertiser's response that the message of the advertisement is that they will manage your property correctly to ensure it is well looked after by tenants.

The Board noted the people depicted in the advertisement and considered that the focus is on their poor behaviour rather than their ages, and that it is not possible to tell what age they are meant to be. The Board noted the complainant's concern that the advertisement suggests young people would be poor tenants but considered that the most likely interpretation is that the people in the advertisement are representative of people you would not want to rent your property to based on their behaviour, not based on their age.

The Board considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of age.

The Board determined that the advertisement 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 complaint.

