



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0310/10
2	Advertiser	AAMI
3	Product	Insurance
4	Type of Advertisement / media	TV
5	Date of Determination	14/07/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

A man is shown walking down a street past various car accident scenes. He is singing in to his mobile phone: "What about me?". He then goes on to sing about it not being fair that although he has never had an accident, insurance companies treat him the same as those who have had accidents.

He then climbs on to the top of an upturned car and sings louder, ending with "What about me?" to which an automated voice from his mobile phone can be heard answering, "I'm sorry. Did you say Wasabi?".

A female voice over says, "At AAMI, you'll always speak to a real person." Then another female voice sings, "Lucky you're with AAMI." and the screen shows a female wearing a phone headset and the words, "aami.com.au 13 22 44 Car Home Business Travel"

THE COMPLAINT

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

In this shorter version of the advertisement every 'at fault' driver appeared to be female - insinuating that poor drivers are usually women. The only identifiable man in the commercial was the man singing 'what about me?'

This shorter version would seem to contravene Section 2.1 of the code

THE ADVERTISER'S RESPONSE

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

AAMI strongly deny the claim that our current advertisement contravenes Section 2.1 of the AANA Advertiser Code of Ethics.

At no point does the advertisement vilify or discriminate women as claimed.

The main message of the said advertisement is around the claim that at AAMI you will always speak to a real person rather than an IVR. Characters (both male and female) that appeared in the AAMI Safe Driver Rewards ad appear as background props in this advertisement. At no point would the average person watching this commercial believe that any of these background characters are being treated in a discriminatory way.

This ad has been on air since April, and to date no complaints of this nature have been received further supporting the notion that the average person does not agree with the complaint received by the Bureau.

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 complainants' concerns that the advertisement was making light of unsafe driving which has serious and devastating impacts on people's lives, that it encourages unsafe driving practices and that it discriminates against pregnant women.

The Board noted that in Case Number 0018/10 it had previously considered a longer version of this advertisement which contained many of the same elements.

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

The Board considered whether the advertisement was in breach of section 2.6 of the Code.

Section 2.6 of the Code states:

"Advertising or marketing communications shall not depict material contrary to prevailing community standards on health and safety."

The Board empathised with the complainant's concerns and noted that the advertiser as an insurer is in the business of accident compensation - the people in the accident scenes were happy and smiling because they had survived and were not injured and had insurance. The Board considered that the advertisement clearly indicates that most of the behaviour depicted leads to accidents and damage. The Board considered that the advertisement does not glamourise or encourage such behaviour, rather it clearly depicts negative consequences of bad driving practices. The Board considered that the advertisement does not depict material

contrary to prevailing community standards on safe driving and was not in breach of section 2.6 of the Code.

The Board then considered whether the advertisement was discriminatory towards pregnant woman. The Board noted that all of the accidents featured drivers who have an accident while undertaking unsafe or illegal driving activities (texting, drying hair, otherwise failing to pay attention to driving). The Board considered that the depiction of the pregnant woman being taken away by an ambulance was not of the same ilk. Despite the inclusion of this aspect, the Board considered that the advertisement was not targeting pregnant women as reckless or unreliable people, and that most people would appreciate the light-hearted tone of the advertisement. The Board determined that the advertisement did not discriminate against pregnant women.

The Board noted some concern of complainants that the advertisement trivialises road trauma. The Board empathised with victims of road trauma and their families, but considered that the advertisement did not glamourise unsafe driving or otherwise undermine public safety messages.

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