



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0323/10</b>
<b>2</b>	<b>Advertiser</b>	<b>ANZ Banking Group Ltd</b>
<b>3</b>	<b>Product</b>	<b>Finance/Investment</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/08/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.2 - Violence Other

### DESCRIPTION OF THE ADVERTISEMENT

'Barbara' is sat in her car in the driveway of a young couple's home. She calls to them to "get in" the car, and as they are climbing in the woman asks Barbara if they wouldn't be more comfortable in the house. Barbara replies that if their house is so comfortable, why are they looking at moving, and then the rest of the conversation follows a similar pattern: the young couple ask Barbara questions about home loans, and Barbara provides unhelpful replies.

As Barbara pauses to take a noisy slurp of her drink, a male voiceover says, "Barbara lives in bank world" and then goes on to describe the services ANZ offer.

The next scene shows a smartly dressed woman getting out of her car and shaking hands with the young couple and introducing herself as from ANZ.

### THE COMPLAINT

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

*I feel the character 'Barbara' is a bully. We are trying very hard to reduce bullying in society particularly in schools and I feel the tone of the advertisement and character is setting a bad example. I realise children may not be interested in the purpose of the ad but the repetitive derogatory and sarcastic sayings may easily be picked up by children.*

### THE ADVERTISER'S RESPONSE

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

*In developing the advertisement, thorough consideration was given to the means of communicating ANZ's commitment to customer service and the provision of flexible home loans. Once humour was selected as the method of communicating ANZ's message, careful consideration was given to the form of humour chosen.*

*ANZ decided on the scenario depicted in the Advertisement, incorporating the element of humour, through the use of the satirical character "Barbara". The advertisement uses a humorous and improbable scenario to highlight ANZ's customer service and the provision of flexible home loans, relative to the service offered by "Barbara".*

*ANZ considers that the advertisement features a legitimate use of humour, and does not breach section 2 of the Australian Association of National Advertisers Code of Ethics.*

*"Barbara" is a satirical character and is portrayed as such. ANZ does not consider that "Barbara" is a bully or is represented in a violent manner. ANZ does not condone bullying of colleagues, customers or other members of the community.*

## **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 setting a bad example and could be likened to bullying.

The Board noted the advertiser's response and viewed the advertisement, noting also that it had previously considered similar issues regarding this campaign in Case number 236/10.

The Board considered whether the advertisement was in breach of section 2.2 of the Code. Section 2.2 of the Code 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 the advertisement was intended to be a tongue-in-cheek mockery of bad customer service. The Board considered that the exaggerated depiction of a person providing bad service made it likely that most people in the community would not link this behaviour to people bullying in general. The Board determined that most members of the community would appreciate that the tone of the advertisement was humorous and lighthearted, and that it contained no intention or strong suggestion of violence.

Based on the above the Board found that this advertisement did not breach section 2.2 of the Code.

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

