



Case Report

1	Case Number	0338/14
2	Advertiser	AAMI
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	27/08/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

- Other Social Values

2.4 - Sex/sexuality/nudity S/S/N - general

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A family is in their bathroom. The son gets into the bath after it has been used by his father and his mother watches on waiting her turn. The voiceover then communicates that there are easier ways to save money - ie by switching to AAMI Flexi Premiums.

THE COMPLAINT

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

Stomach turning, especially when shown of an evening when meals are being eaten.

It is unacceptable to imply adult people such as father, son, mother would share the bathroom, disrobing etc and use the same bathwater to save money.

It is something I find disgusting and inappropriate. It makes me feel sick and is played continuously. It reeks of incest. C6an you please get this taken off tv.

1. The visual of the grey water and someone else potentially bathing in it causes my family and I to feel nauseous, especially around dinner time. The father handing his son soap to bathe in this filthy water is highly disturbing. My understanding is that Australia is not a patriarchal society.

2. It sets a terrible example to children that unhygienic bathing habits from Medieval times are practised today (I understand it is not real, but it seems quite real to young children).
3. It is unnatural for 3 adult family members to be in the bathroom at once, especially while one is bathing.

I have not come across one person that finds this ad visually appealing or effective. Please ask for it to be removed before we have to stop watching TV altogether.

I get quite squeamish watching this ad because in Australia, we don't bathe in unclean water. But I am more concerned about a mother looking on while her adult son is naked in the bath. This is a creepy image and dismisses the values we teach all Australians about privacy and respect being a large part of our culture.

1. Hygiene

2. extremely unpleasant to look at the people involved + the water.

3. Cannot stand the moral behind this ad

4. No parent/s can be this cruel to their children

I makes me feel ill the detail displayed in this ad.

I find this ad to be revolting seeing dirty bath water when the father gets out of the bath and the son getting into it makes my stomach churn every time I see it. It is going to unnecessary lengths to advertise insurance.

It is repulsive, sickening, offensive and some might say incestuous.

The image of 3 adults entering dirty bathwater and all sharing a bathroom at the same time, is not in the interests of community and social standards.

Furthermore the link to insurance impossible to fathom

The filthy bath water is disgusting & watching the son get in after the father gets out & the mother is waiting for her turn next turns my stomach. My partner & I have to either switch channels or leave the room while the ad is on.

I think it is disgusting. I don't think it really relates to the product they are trying to sell.

It is a creepy ad that stirs up feelings of abuse.

It's disgusting....even turns us off our food, get rid of it

It is absolutely stomach churning to be confronted with someone's filthy bath water and to add insult to injury it is always shown around dinner time.

It is absolutely stomach churning to be confronted with someone's filthy bath water and to add insult to injury it is always shown around dinner time.

The AAMI commercial where the adult son has to get in the bath after the father has just got out is quite disgusting and inappropriate for anytime tv viewing!

AAMI advertising don't like to see men having a bath

This is inappropriate on several levels as it shows this behaviour is ok.

A male adult taking a bath whilst both parents are in the bathroom, we encourage boundaries. It is extremely disturbing that young children ask why is that lady watching him take a bath and she looks creepy as she is stroking a cat.

No need really for more explanations on this but it is totally sending the wrong message on many

This should be reviewed and removed immediately I work in mental health and this is not appropriate behaviour at all

I highly object to this ad as it is very repulsive and every time it comes on a member of the family has to turn it off, it is very offensive and unnecessary and has come off as nothing but negative towards AAMI

The whole concept of the fellow having to bathe in such unclean circumstances makes me feel sickened and the whole bathroom scene is gross and makes the viewer feel dirty and slightly acting as a voyeur. It is extremely unsavoury to have to watch.

It is disturbing and distasteful. It makes me not want to go with the company. It makes me uncomfortable. It's pointless and the message it's trying to get across does come across as I think they intended. Its incorrect portrayal of how struggling people save money makes poor people look disgusting and it's just not appealing.

Meanwhile dad is cleaning his ears. I never complain this is the first time and I find it repulsive especially when I am eating!

I think it needs to be looked at as it is a very tacky style of advertisement. I have spoken to numerous friends and they are very disturbed and gave the same thoughts. Maybe we are looking into it a bit much but every time I see it, it gets worse.

This advertisement turns my stomach. I am not a prude, but watching the son get in the dirty water is just wrong, and then the mother standing there in her dressing gown asking the son is he is finished is also inappropriate in my view, he is a grown man not a child. And the father is also still in the bathroom with just a towel around him, while he shaves.

It is so gross to look at and quite bemusing for the product it advertises. it is repulsive to look at.

The fact a family is sharing a dirty bath as adults is offensive and I gag and feel sick seeing the dirty brown water and as the mother watches.

It is quite disgusting, during the family meal, my children and myself are watching three grown adults are sharing the same bathwater and soap - I really don't see how this image reflects with insurance. I don't think anyone in Australia has resorted to savings bathwater so that they can pay their insurance bills on time. Furthermore, it is offensive to have grown adults in towels frolicking in the bathroom, while my children are watching free to air tv and eating. I find this ad offensive and disgusting to watch. I don't know how this ad even was approved to go live on television. There is no humour or value added in this ad. AAMI marketing has a lot to answer for. I have now cancelled my AAMI car and home insurance and taken up a new policy online on budget direct whose ads I find more pleasing.

Inappropriate portrayal of normal family life and family hygiene.

I think the ad is so wrong I mean there are so many young children out there as we speak that don't need to see three grown adults in one bathroom while one man has a bath while the other man brushes his teeth or some thing while the lady stands there with the two men that is not normal for viewing children get the wrong ideas and think if monkey see monkey do

The current AAMI ad is quite offensive. and should be toned down if not removed. Nobody wants to see dirty bath water that your father has got out of and then the son gets in. Also the mother is sitting on the toilet waiting her turn. I find it completely disgusting.

My whole Family is disgusted by this Advertisement, as it has very awful overtones, with regards to a Mother and A Father being in a Bathroom at the same time, as their naked Adult Son, and then both Parents watching Adult Son bathe himself. It is quite disgusting, and disturbing, and we all agree and worry that it could very well conjure up some very bad past experiences in a person's memory, if that person experienced any type of childhood abuse. The concept being AAMI is trying to say that there is better ways to save money, but we think they are way off the mark with this advertisement. This advertisement is creepy and very distasteful. It took us a long time to relate the meaning of what the company was trying to say with this advertising. It is a horrible advertisement.

Its really gross, disgusting water and mum making eyes at son.. not a good ad at all. Totally repulses me..

As above how is that relevant to insurance it's sending a confusing message? When it flashes to a young woman wearing a head set?

3 people sharing a bath of the same water is disgusting to see at dinner time and I found it highly disturbing to use such shock value in a insurance ad. The content is unrelated to insurance. it is obscene.

I find the ad disgusting as it is played at dinner time and 2 guys sharing bath water has nothing to do with insurance. I find it a shock value revolting ad.

The ad showed a person using a bath followed by another man which looks disgusting to see such crap water in the tub specially when your eating such a disgusting way to show saving hope you take it off the Air.

I have discussed the content of this commercial with my elderly father and my wife and they completely agree with my opinion.

The whole commercial is the epitome of bad taste and should not be allowed on television.

I really think it should be removed and and new idea thought of.

I believe the current ad showing a family using the same bath water to save is disgusting. It focuses on the water which is putrid after the first person has bathed and there us 2 more to go. There is no relevance to the product and I am certain they could have used another analogy. This one is disgusting. I have also complained to AAMI.

It is offensive to see adult family members sharing bath water and even being in the bathroom together. It is quite disgusting in the subtle suggestions it portrays. I certainly don't think it is

appropriate for children or young people to see.

I object to the ad as it is just disgusting that they are portraying an entire family the mum, dad and over 30 year old son sharing the same bathwater, it makes me feel ill not to mention the filthy bathwater and also on at the time when i may be eating my dinner. In what sick society would this happen?

This ad crosses the boundaries of all good sense and taste. So disgusting to see three people sharing filthy bath water, I was nearly physically sick. I have been urged to make this complaint. So revolting.

THE ADVERTISER'S RESPONSE

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

The complaint has suggested that the advertisement contravenes sections 2.4 and 2.6 of the Code of Ethics. We contend that there is nothing inappropriate depicted in the advertisement that would contradict either of these sections. In fact if you Google families sharing bath water, this practise is indeed very common.

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 depicts an adult family sharing a bath which is sexually inappropriate, features nudity and is against prevailing community standards on health and safety.

The Board considered a majority of the complaints surrounded the issue of bad taste: stomach turning, disgusting, unpleasant, induces nausea. The Board noted that bad taste is not an issue which falls under the provisions of the Code and considered that this issue would therefore not form part of their determination.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Board noted the advertisement features a man climbing out of the bath and handing the soap to his adult son and saying, "All yours son" before going to stand at the sink to clean out his ears with cotton buds. We then see the mum standing at the door asking her son if he is finished with the bath yet.

The Board noted the complainants' concerns that there are sexual overtones regarding the woman watching her son taking a bath. The Board noted that whilst it is not uncommon for young family members to share a bath it is not common practice for adult family members to do the same. The Board noted that all family members have their private areas covered either by a towel, dressing gown or dirty water and considered that the level of nudity is not

inappropriate for a bathroom setting.

The Board noted that the actors in the advertisement are presented as family members who are saving money by sharing bath water and considered that whilst some members of the community may find this concept to be distasteful in the Board's view most reasonable members of the community would not consider the advertisement to contain sexual references or inferences. The Board considered that the actors in the advertisement are not depicted in a sexualised manner and that the advertisement does not contain any sexualised content.

The Board noted that the advertisement had been rated 'W' by CAD and considered that the level of nudity in the advertisement is very mild and not inappropriate for a broad audience which would include children.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board considered 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 noted that sharing a bath is not uncommon for children and considered that the water in the advertisement is depicted as unclean to further emphasise the unpleasantness of the situation this family is in regarding sharing a bath to save money. The Board noted that the advertisement does not suggest that all families should share baths and considered that the man's reaction to the water emphasises that it may not be an enjoyable experience to bathe in water that looks unclean.

The Board considered that the advertisement did not depict material contrary to prevailing community standards on health and safety.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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