



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0352-20
2. Advertiser :	Greenstone Financial Services
3. Product :	Insurance
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	25-Nov-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement shows a man getting two cups of water and going upstairs. As he's on the stairs, he dances up and down.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

We constantly tell our kids not to jump around with glassware - and here's an old guy purposely jumping from step to step with glassware?! It's a terrible advert - it's creepy & incites irresponsible adult behaviour.

falls in the elderly is a major cause of injury/morbidity. 1 in 3 over 65 have fall and 1 in 5 of this ho to hospital.

Campaigns to mitigate the risks of falls in seniors are ongoing by health departments and providers. How many elderly friends and relatives YOU know who have broken their hip ?

This ad is contrary to all health advice and is dangerous in its dismissal of all medical guidance for the age group specifically targeted

It should be removed immediately <https://www.healthdirect.gov.au/falls>



THE ADVERTISER'S RESPONSE

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

The main concern appears to be about the fact that it is elderly persons in the commercial and that the activities they are engaging in appear to be complainants to be dangerous. There appears to be two aspects to this. Firstly, whether the individuals involved in the advertisement were put in danger in the manner in which the advertisement was produced. Secondly, whether the advertisement itself conveys a message that is contrary to public health standards or otherwise contravenes the AANA Code of Ethics.

Dealing with the first issue, we can confirm that precautions were taken in the production of this advertisement to assure that the safety of all participants. This included the following actions:

- Selecting talent who have acceptable mobility and prevailing health to allow them to participate in all activities – and this included an audition process that tested many of these elements;*
- The use of professional “double” actors who performed the more complex actions in place of the main actors;*
- Professional choreographers who structured the entire sequence; and*
- Use of safety props (such as plastic instead of glass).*

Accordingly, we are satisfied that there was no genuine danger posed to the elderly participants in these advertisements.

Concerning the second issue, we note that this advertisement was primarily concerned with insurance products, and the dancing and other actions were not directly related to the product of concern.

What the dancing is intended to convey is a hyper-real sense of happiness that the participants have felt, and linking this to the purchase of the product being advertised.

We do not believe any reasonable viewer would take from this advertising that Australian Seniors advocates they should be dancing on the stairs or taking any of the other hyper-real actions that have occurred within the advertisement.

Section 2.6 of the AANA Code of Ethics states that “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”. For the reasons outlined above, we argue that our advertising does not make such a depiction.

We therefore request that Ad Standards dismiss the complaints.



THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether the advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement: Incites irresponsible behaviour by showing a man jumping around with glassware is contrary to all health advice and is dangerous in its dismissal of all medical guidance for the age group specifically targeted in its depiction of the man dancing.

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

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel first considered the issue of the man dancing/jumping around while holding glassware, and the complaint that this is irresponsible to show.

The Panel noted the advertiser's response that the cups the man is holding are plastic, and noted that many plastic drinkware looks similar to glassware.

The Panel noted that the man is shown to put the cups down in the first half of the advertisement. The Panel considered that the man does not appear to have a weak grip on the cups, and considered that most members of the community would not consider his behaviour with the cups to be unsafe.

The Panel then considered the issue of an elderly man dancing and the complaint that this is dangerous to depict as falls by elderly people are a major issue of concern.

The Panel noted that while the advertisement is promoting seniors insurance, the service is for people aged over 50. The Panel considered that the man depicted in the advertisement appears to be of good health and is able to perform the dance moves with ease. The Panel considered that the man depicted is clearly physically capable, and noted that not all elderly people are frail.

The Panel considered that while it is important that advertisers do not portray material which suggests that people should perform unsafe tasks, this advertisement is showing a man of indeterminate age who is pleased about his insurance choices.

The Panel considered that most members of the community would not consider this advertisement to be promoting or suggesting that people re-enact the behaviour depicted.

Section 2.6 conclusion



The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

Conclusion

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