



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

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| 1 | Case Number | 0359/18 |
| 2 | Advertiser | Suncorp |
| 3 | Product | Finance/Investment |
| 4 | Type of Advertisement / media | TV - Free to air |
| 5 | Date of Determination | 22/08/2018 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a young girl dancing in the kitchen with an umbrella and gumboots as a broken tap shoots water into the air around her.

THE COMPLAINT

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

The theme song they use has the word FUCK in it but they have left it out. Completely inappropriate song to have to see their products. You sing the song and add the word in. Even my 13yo said that is really wrong.

My objection is that if children are watching this they might think that it is okay to do this and my bigger issue is that in the add you see a refrigerator and possibly other electrical appliances which if there was all that water around someone could be electrocuted. There is nothing in the add that tells you to not do this or that you could be hurt. In the add the child has on rubber boots but how many children would know



that this might not get you zapped. Electricity and water do not mix. I think that Suncorp should have thought a little more on how they showed the advertisement.

THE ADVERTISER'S RESPONSE

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

This television advertisement shows a young girl dancing in the kitchen with an umbrella and gumboots as a broken tap shoots water into the air around her.

The Suncorp Insurance Water Damage advertisement features Suncorp's new character "Sunny" discovering a broken tap in the kitchen whilst her mum and brother are outside in the garden. Sunny turns this unfortunate incident into an opportunity to have fun and dance to our campaign music track (edited version of Macklemore's Thrift Shop).

The Suncorp Brand advertisement is based on an insight around money being the number one source of anxiety for many Australians. Through using childlike enthusiasm, our aim is to get Australians thinking about their finances and taking positive steps to spend better, save better and dream bigger. In this commercial, the world Sunny lives in (full of fun and possibility) comes to life with flash dance mobs and flying green piggy banks. She also is shown encouraging everyday Australians to take simple, everyday steps, to start achieving their dreams sooner too.

Our main character "Sunny" lives in a world of imagination, dancing in the rain in her kitchen is her imagination unfolding. But underneath the fun, she is also reminding Australians about the importance of having water damage cover to protect against a broken kitchen tap (not sprinkler as suggested in the complaint). The commercial reinforces the message that all Suncorp Home insurance policies include water damage as an automatic feature. Safety was the number one priority during this filming and subsequent representation to our consumers. All caution was exercised to limit water exposure to electrical equipment, especially the refrigerator and oven.

In regard to the complaint about the music track, the song "Thrift Shop" by Macklemore was chosen for its energy, upbeat sound and catchy melody which helped to bring to life the world of fun and possibility that our character Sunny lives in. This edit of the track has been used across a variety of Suncorp "Sunny" creative executions, as it talks about spending money wisely. We have uploaded the Brand execution to demonstrate how Sunny is encouraging all Australians to take simple, everyday steps, to start achieving their dreams sooner too. The music reiterates this message and talks about how you don't need to spend a lot of money on expensive labels to look stylish, that you can find what you need in a thrift shop. Whilst the artist has release various edits of this track with some including explicit language, our



licence to use this asset is restricted to this edit which has been given a G rating from CAD.

For these reasons, we do not believe we have breached Section 2 of the Code, specifically related to Language (2.5) or unsafe Health and Safety behaviour (2.6).

THE DETERMINATION

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

The Panel noted the complainants’ concerns that the advertisement contains a song with inappropriate language and features unsafe behaviour.

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

The Panel considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Panel noted this television advertisement features the song “Thrift Shop” by Macklemore.

The Panel noted the complainant’s concern that the lyrics for this song are “this is fucking awesome”, however noted that in the advertisement the actual lyrics are “this is, this is awesome”

The Panel noted the advertiser’s response that background track for the advertisement was an edited version of the song.

The Panel considered that advertisers are allowed to use whatever music they like in advertisements provided that such music and lyrics do not breach the conditions of the Code.

The Panel noted that some members of the community may know the song and its original explicit lyrics, however considered that it is clear in the edited version of the background track that the lyrics do not contain obscene language and do not contain an offensive meaning.

The Panel determined that the advertisement did not use language which was inappropriate in the circumstances and did not use strong or obscene language and did not breach Section 2.5 of the Code.



The Panel 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 Panel noted the complainant’s concern that the advertisement features a child dancing in a kitchen with water around her, and that this is dangerous due to the electrical appliances in the kitchen.

The Panel noted this television advertisement shows a young girl dancing in the kitchen with an umbrella and gumboots as a broken tap shoots water into the air around her.

The Panel considered that the advertisement bears a similarity to a scene in the film “Singing in the Rain”, and noted the advertiser’s response that the advertisement series featuring “Sunny” is based around scenes from a girl’s imagination.

The Panel considered that the advertisement contains a high level of fantasy, and considered that it is unlikely children would attempt to replicate this situation. The Panel also noted that a broken tap is a difficult scenario to replicate and most children would not know how, or be capable of recreating this advertisement.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety regarding health and safety. The Panel 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 Panel dismissed the complaint.

