



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0374/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Police &amp; Nurses Credit Society</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>08/09/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.2 - Violence Hooliganism-vandalism-graffiti

### DESCRIPTION OF THE ADVERTISEMENT

We see a female petrol attendant filling the tank of a Hummer vehicle, which has dollar signs painted on it, We then see lots of similar vehicles driving in convoy down a highway and past a sign reading, "You are now leaving Western Australia."

A male voice over says, "More and more people are joining our stand." and we see the woman marching out to the middle of the road forcing the convoy to stop.

A young man is painting some kerb stones white and we see him watching the woman and then making his way over to the forecourt where he paints one of the windscreens of a Hummer with white paint.

The final shot is of a logo and the text, "Police and Nurses Mutual Banking. A better WA to bank."

### THE COMPLAINT

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

*This is unacceptable behaviour.*

### THE ADVERTISER'S RESPONSE

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

*The advertisement in question depicts a young man (the painter) walking to a hummer and painting the window with white paint to ensure that the driver cannot drive off in the car. This advertisement is an extension of our 60 second launch commercial which shows a woman 'Sue' getting fed up with money leaving Western Australia to go to one of the many Eastern States*

*banks. Sue proceeds to the road and stands in front of the money trucks (or Hummers in this case) to stop them leaving the state.*

*The painter advertisement is one of a suite of four 30 second advertisements which show different characters within the roadhouse making their own personal stand to stop the trucks and consequently the money from leaving Western Australia. As Western Australia's largest locally owned and run banking institution our intent is purely to engage Western Australians to bring their banking to Police & Nurses, keeping their money and our profits in WA. Our history starts with the amalgamation of Police Credit Union and Nurses*

*Credit Union however, today we look after the banking needs of over 100,000 members from all walks of life. Whilst we do still look after members within the police and nursing industries we are not solely focused on these areas. Our name simply represents our heritage, not our affiliation with the police force.*

*All five of our current advertisements have been approved by our legal team and CAD, with all having been given a C classification. Our advertisements are satirical in style, designed to be humorous and tongue-in-cheek. We are not at any time suggesting the public carry out these acts of sabotage. They are a theatrical representation to depict the issue. Of course in reality cash doesn't get physically transported across the border. The painter advertisement was screened during family viewing and prime time programs as approved by CAD's C classification.*

*We hope you find this response to be satisfactory and await your board's feedback with anticipation.*

## **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 depicted unacceptable behaviour in the depiction of a man painting the windscreen of a vehicle.

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

The Board considered whether the advertisement complied with section 2.2 of the Code which requires that advertisements "shall not present violence unless it is justifiable in the context of the product or service advertised.?"

The Board noted that the advertisement shows a man painting the windscreen of a vehicle, and considered the complainant's view that this is unacceptable behaviour.

The Board noted the advertiser's response that their advertisements are satirical in style, designed to be humorous and tongue-in-cheek, and they are not at any time suggesting the public carry out these acts of sabotage.

The Board considered that whilst painting the windscreen of a vehicle is an act of vandalism, most people would recognise that in the context of the advertisement it is an act which is used to humorously convey the frustration felt at the removal of money out of Western Australia.

The Board also noted that at no time does the advertisement encourage people to replicate the actions depicted in the advertisement.

On this basis the Board determined that the advertisement's depiction of this behaviour was not unjustified and that the advertisement would be unlikely to be considered offensive to many members of the community. The Board determined that the advertisement did not breach section 2.2 of the Code.

The Board then 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 noted the image of the woman walking in front of the vehicle. The Board noted that this is dangerous behaviour but that the vehicle is clearly seen to be stopping for the woman. The Board considered that this behaviour while not necessarily desirable to depict in advertisements, is depicted in this advertisement in a manner that is not going to lead to injury and, in the context of the advertisement, is seen as unrealistic and exaggerated behaviour. The Board considered that this behaviour is unlikely to be copied and is not depicted in a manner that is condoning the behaviour.

On this basis the Board determined that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety.

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