



Case Report

1	Case Number	0389/14
2	Advertiser	AAMI
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/10/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

- Other Social Values
- 2.6 - Health and Safety Bullying (non violent)
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A man steals a female colleague's lunch from the office fridge to save himself money.

THE COMPLAINT

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

As a Grand Parent, I was upset that my Grand Children could see two things happening (1) one man playing a computer game (Solitaire)during working hours and (2) the other man eating food from a plastic container that had been stolen from a woman's fridge. In the latter half of the Ad they show the woman searching her fridge for her missing food that actually had her name on the food container. The Ad showed two things that is a bad example to my grand children of inappropriate behaviour at work of theft and personal activities at work of playing games in someone else's time.

As this is something that has happened to me, it not is a good feeling knowing one of your work colleagues has taken something from you. What makes it even worse the name of the lunch is clearly visible on the lid.

I think AAMI could have chosen a better approach to advertise their product. I wouldn't trust a company that promotes stealing.

My objection is the tone and message sent by the ad, where it is acceptable to steal someone else's lunch from the fridge to enable you to save money . The male worker stands there quite proudly not knowing what he has for lunch, but the fact he didn't have to buy it himself. It send a bad message, especially to kids

The particular advertisement I object showed a man in an office talking to a colleague while eating lunch out of a plastic container he had virtually stolen from another worker [a woman] out of the staff fridge. Container has the woman's name on it. Stealing isn't funny!

The lunch box belongs to Loretta Young who is shown looking for her lunch in the fridge. The advertisement condones stealing and jokes about stealing other office workers lunch from the fridge which is an abhorrent crime and is no joking matter The guy cannot be trusted and it should be disciplined. As AAMI condone this, they cannot be trusted either.

I so object to this ad in the fact that it's okay to steal from a work colleague, but there are better ways to save money by having AMMI insurance...I think not!

This man has stolen someone's lunch from the fridge. AAMI condones stealing from your co-workers

Bullying, whether at school or in the workplace can cause much suffering and mental illness, and to make an ad. that tries to make light of this is just nasty. Note also that the woman being bullied is stereotypically unattractive and gawky therefore implying that she is bully worthy I suppose. Not funny just disturbing.

It condones playing games on a work computer, it suggests that it is ok to steal some one else's lunch and interestingly it is a man who eats the lunch belonging to an older woman. Given that it is screened during the AFL live broadcast it would be viewed by many young males who will have their domination over woman reinforced as being acceptable. I believe it give several very wrong societal messages and I personally get annoyed every time I have to see this ad.

AAMI are now condoning that stealing is appropriate behaviour in order to save money. Stealing is against the law and even though this may appear to be funny and minor - it is not. The person has stolen someone else's lunch which they paid for, made etc. This ad also contradicts its own message of saving money because it doesn't respect the person who did save money by making their lunch in the first place. As AAMI sell insurance, this ad also says they won't be sympathetic to your claim when you contact them to say your car, goods etc have been stolen. So why would you insure with them - in times of distress, they are supposed to be there to help and 'lucky you've got AAMI' - what a joke!

My point is that stealing should not be used in advertising as a comparison to a product to save money.

Stealing is a crime. Why is this being shown as a light-hearted situation? Someone having their lunch stolen is a horrible situation.

Bullying in today's workplace is on everyone's mind so to watch this add brings back memories the girl in Melbourne who killed herself because of what two boys did to her in her workplace. The girl looking for her lunch box at the end of the commercial brought back that point only too clearly for me. Sorry but I feel this ad is far too close to workplace bullying to be advertised in this way.

The advertisement prompts thief t the main character steals a colleagues lunch. This is not a suitable look for a responsible corporate citizen. I object to glamorizing stealing.

It normalises or 'legitimises' theft in the workplace

The ad shows an office scene were a work colleague takes and eats another colleagues homemade lunch without asking, in a manner that is harassing and bullying. This ad supports work place bullying and harassment and sends a message to society that this sort of behaviour is acceptable, which it is not. Especially as young children are watching the football during which this ad is payed during goals, and the implication of bullying is condoned.

To me this is condoning stealing. The advert per trays this person thinking it is smart to take someone's lunch to save money. That is stealing. What message does that send out to people and what sort of ethics does this company encourage.

The ad condones taking and eating someones lunch without their permission. This is theft and it happens in my workplace much to the distress of the person who has put time and effort into preparing their lunch. This ad would appear to condone this illegal action

The ad appears to condone the stealing of another person's personal property. For a large company to be apparently promoting or condoning this type of behavior is in my view totally unacceptable

*At first I laughed but then saw the wrong message in this advertisement when my 13 year old (male) commented; "Dad isn't that bullying? Taking the ladies lunch."
I really do feel that the actions depicted in the ad by the 2 males in the ad do amount to a display of work place bullying.*

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

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 promotes bullying in its depiction of a man taking someone’s else’s lunch and it encourages stealing which is illegal. The Board viewed the advertisement and noted the advertiser did not respond.

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 the advertisement depicts two male work colleagues talking at a work station when one man asks the other what he is having for lunch. The fellow has to guess as the lunch is not his own and we see a name sticker on the container for a woman who works in the office. In the final scene, the woman is shown looking in the fridge and appears a bit confused about where her lunch is. The voiceover then describes that there are better ways to save money on car insurance, than the act portrayed.

The Board noted the complainant’s concerns that taking someone’s lunch from a communal fridge amounts to stealing.

The Board noted that some members of the community may be offended by the depiction of a man stealing but noted that matters of legality about the depiction of theft is not a matter for the Board.

The Board noted the complainant’s concerns that taking someone’s lunch from a communal fridge amounts to workplace bullying.

The Board noted that the scenario is depicted as a not uncommon office situation and the issue of workplace bullying is a serious matter. The Board noted that it is impossible to determine whether the man repeatedly takes other people’s lunches or if this was a one-off occasion.

The Board noted that the colleague who he is talking to does not seem impressed when he realises that the character is eating someone else’s lunch. The Board considered that the overall portrayal of the lunch thief is negative and that he is depicted as looking foolish and letting down his work colleagues by his selfish action.

Based on the above, the Board considered that the advertisement does not depict or condone bullying behaviour and does not depict any material contrary to Prevailing Community Standards on health and safety relating to workplace bullying.

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.

