



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0443/18
2	Advertiser	ING Direct
3	Product	Finance/Investment
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/10/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features Isla Fisher offering balloons to people on the street, and popping the balloons if they are not an ING customer.

THE COMPLAINT

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

This is a very sexist ad. I'm pretty disgusted that this has slipped through and is allowed to be aired. It has a subconscious message that women should be punished for not confirming and doing what others think they should, even young girls do not escape the vilification of ING when Isla Fisher bursts a young girls balloon as she innocently walks with her mother in a public space. SO OFFENSIVE.

THE ADVERTISER'S RESPONSE

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





In response to the Notification of Complaint Code of Ethics received by ING on 28 September 2018, please find the requested information for your consideration with regard to the specific advertisement under complaint:

CAD rating: G

Description of Campaign:

Isla Fisher is the brand ambassador for ING and she is proud to be the spokesperson. Having held this position for three years delivering her messages to Australia through multiple executions, Isla returned in 2018 to continue the ING story. Isla enthusiastically takes to the world outside of our studio to meet Australians in everyday situations to demonstrate how ING's products solve common pain points. Isla seeks to enlighten Australians with the help of her eager assistant Katie with the intention of sharing 'how banking can be'.

Description of Advertisement:

Title: No Online International Transactions Fees - Balloons

Isla and Katie have created a very simple demonstration for the unpleasant, unexpected surprise of online international transaction fees typically charged by banks. Isla and Katie are in a pedestrian plaza area with a large selection of brightly coloured balloons, mostly orange with a few other bright colours, which Isla happily hands out to passers-by who answer her on-the-spot question. She randomly approaches pedestrians to demonstrate how most people are not aware that they are being charged international transaction fees when they shop online but if you bank with ING you won't get any nasty surprises as ING do not pass on these charges to their customers.

Substantiation of Creative Context:

- Isla having established her role as a proud and responsible ING ambassador endeavours to enthusiastically help people learn about unique ING that may benefit them. This message is delivered via an active demonstration in the creative execution.*
- Isla does not intentionally target women but rather ask random people the same question as they come into contact. ING customers represent a cross-section of the Australian demographic including all genders and ethnicity.*
- When Isla reaches the 'younger female' she is excited through the momentum her demonstration is gaining and in this momentum pops the balloon. She quickly realises her mistake and is very shocked, quickly leaving asking Katie why she let her make such a mistake*
- Isla Fisher (Artist) is co-creator of the scripts (contractually agreed) and collaborative in the development of all her performance delivery. Her character is quirky, irreverent yet earnest in delivering honest and accurate information to Australians without discrimination*



- We are extremely proud to have Isla as our brand ambassador; this specific moment was intended to make fun at herself, continuing her self-deprecating character to prove her authenticity and in context with the creative construct ('Isla the Enlightener' shares her insights with Australians on 'how banking can be' with ING.)

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 complainant's concern that the advertisement is sexist towards women and implies they should be punished for not banking with the advertiser.

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

The Panel considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel noted that this television advertisement features brand ambassador Isla Fisher offering balloons to people on the street, and popping the balloons if they are not an ING customer.

The Panel noted the advertiser's response that the advertisement was filmed in public and the passers-by that appear in the advertisement were not actors, with the exclusion of the child who is included for humour. The Panel considered that there was no intention by the advertiser to only show women's balloons being popped.

The Panel noted that the complainant is correct in their assertion that the only people whose balloons are popped are women, however noted that there is only a small number of consumers presented in the advertisement. The Panel considered that the women's balloons were popped because they were not ING customers, not because they were women.

The Panel considered that the depiction of only the women's balloons being popped was more of a coincidence and not a conscious intent by the advertiser. The Panel



considered that this depiction is not the focus of the advertisement and it is unlikely that most members of the broader community would interpret the depiction as an intentional gender selection.

On that basis, the Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

