



Case Report

1	Case Number	0450/16
2	Advertiser	AHM Health Insurance
3	Product	Insurance
4	Type of Advertisement / media	Internet-Social-FB
5	Date of Determination	09/11/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This online video advertisement opens on a man and woman running through a field with the text, "Dumping your partner. Why it's good for your health" in pink letters on screen. We then cut to a man and woman embracing while a male voiceover says, "Imagine you're this man, and she is your health insurer" before going on to say that she is putting her hand in your pocket to take your money to pay for extras and therefore you should "dump her, for AHM"

THE COMPLAINT

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

Incredibly sexist. Comparing women to insurance companies on the premise that both take a lot and give little in return. Using imagery to trade on the "gold digger" stereotype is almost aggressively insulting and sexist. Going to google the parent company and change if I am a customer.

THE ADVERTISER'S RESPONSE

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

-This online video was not intended to offend anyone in any way

-The ads intention is to get more people to consider the value of their health insurance and to look to ahm if they switch, as ahm have affordable, great value extras products

-This video was part of a series of videos that used relationships between 2 people (be it man and woman or otherwise) to demonstrate what it would be like if your health insurer was a 'person'.

-Ahm advertising uses humour and wit to get attention and provide engaging but relevant content - in this video it uses corny stock footage and a humorous script and voice over

-The intention was to stimulate thinking around changing the circumstance they were in with their health insurer if they felt they were not getting value for money

-It's intention is to be humorous and use people , who are relatable to demonstrate a point

-The ad does not in any way intend to discriminate against any particular gender, nor use sexual appeal to exploit or degrade women

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 concerns that the advertisement is sexist and insulting in its comparison of a woman to health insurance as it suggests that women take a lot and give a little. The Board viewed the advertisement and noted the advertiser’s response. The Board 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 Board noted that this Facebook advertisement features a young couple, with a male voiceover asking the viewer to imagine that they are the man and the woman is their health insurer before going on to say you should dump the woman for AHM. The Board noted the advertiser’s response that the advertisement is one of a series and that in another version a man represents a health insurer. The Board noted its role is to adjudicate on the advertisement under review, and not the campaign as a whole, as viewers may not see all versions of the advertisement. The Board noted that the voiceover in the advertisement makes it clear that the woman is representative of a health insurer and considered that her behaviour in taking your money is intended to represent the behaviour of a health insurer and not the behaviour of that woman or all women in general. The Board noted that the advertisement suggests you should “dump her for AHM” and considered that most reasonable members of the community would recognise that the suggestion to dump the woman and replace her by AHM health insurance is clearly in the context of the woman representing a different health insurance provider. The Board 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. The Board determined that the advertisement did not breach Section 2.1 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

