



Case Report

1	Case Number	0550/14
2	Advertiser	AAMI
3	Product	Insurance
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	14/01/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is part 2 of a campaign which shows a man dressed as a fireman stuck in the tree after trying to rescue a cat. The emergency services arrive and the man is encouraged to jump from the tree onto a trampoline. Despite the emergency services calling out not to jump feet first on to the trampoline, the man does this and bounces straight off the trampoline landing on the bonnet of a woman's car.

THE COMPLAINT

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

Depicting unsafe practices to children. Children will attempt to climb up a tree to jump onto a trampoline.

THE ADVERTISER'S RESPONSE

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

The commercial is based on reality; however like all advertising we have used creative licence to exaggerate a scenario or sequence of events. The AAMI brand relies heavily on humour, making people smile and feel good about themselves. AAMI is known for its

humorous depictions of motor vehicle accidents and the unintended and funny consequences associated with real life situations. It's exaggerated but people expect that with AAMI ads. The exaggerated scenario within this ad depicts a fancy dress fireman, ironically being asked to jump from a tree into a landing pad/safety net by real fireman. This is a practice that is used by firemen to save people from burning buildings, so our scenario is once again on brand by being a little exaggerated. We note that we are depicting adults in an exaggerated rescue situation; we are not depicting children jumping from trees onto trampolines. We feel the parallel drawn between our scenarios and encouraging children to imitate this action by jumping from trees onto trampolines is unreasonable. We do not agree with this complaint and therefore seek its dismissal.

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 depicts a man jumping from a tree on to a trampoline which is both dangerous and could encourage children to try and copy this unsafe action.

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

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 the advertisement features a man being encouraged by firemen to jump down from the tree he is stuck in. The Board noted that the firemen are holding a trampoline for the man to land on and that the man chooses to land feet first despite the firemen's warnings not to.

The Board noted the advertiser's response that this advertisement is similar in nature to previous AAMI advertisements that uses real life situations but exaggerates the scenarios to increase the humour and appeal to the viewer.

The Board considered that the scenario is a comical scenario and that the man is clearly seen to be unhurt from his actions and that the events that occur are the consequence of poor decision making and does not glorify or condone actions such as jumping from a tree onto a trampoline.

The Board noted it had recently dismissed an advertisement in the same series in case 0516/14 where: the two men are dressed in fancy dress costumes and have an accident after avoiding hitting a cat on the road.

In that case the Board considered "the overall theme is one of humour and considered that most viewers would recognise the comedic and unrealistic nature of the advertisement and understand that the incident is set up for the purpose of demonstrating the consequence of bad driving habits and that the driver is not being careless or reckless."

Consistent with the decision above, in the current advertisement the Board considered that by demonstrating what not to do in such situations, the advertisement is not encouraging or condoning the behaviour and therefore the advertisement did not depict material contrary to prevailing community standards and 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 complaint.