



CASE REPORT

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| 1. Complaint reference number | 151/06 |
| 2. Advertiser | IAG Insurance (NRMA - The Waltons) |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Tuesday, 9 May 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a large house late at night, reminiscent of the final scenes in episodes of "The Waltons" TV series, but in this case, the Brisbane Broncos NRL team is heard saying "the goodnights" followed by each bedroom light in turn, being extinguished. A male voiceover advises "We can arrange temporary accommodation for up to 12 months if your house is damaged and unliveable. Call 132 132 for NRMA Insurance. You'll find we're a big help". The sound effect of someone breaking wind is heard as the name "Corey!" is heard and all the lights are turned on again.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

I do not think they have to be so rude and crude to sell themselves.Some people might think it funny. I do not it is offensive and betray's (sic) very bad manners.

Its (sic) in the poorest of taste and rather disgusting and completely unfunny.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

We apologise for.....any perceived rudeness, crudity or any other form of bad taste.

Our intention with this advertisement is to use an obviously fictitious and humorous situation to convey in an entertaining way the temporary Accommodation feature of our Home Buildings Insurance.

The ad in its current form is not intended to run beyond the end of this week (19 April).

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 that in fact no provision of section 2 of the Code was relevant. The Board considered whether this advertisement breached general prevailing community standards. The Board considered that it did not.

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