



CASE REPORT

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| 1. Complaint reference number | 161/99 |
| 2. Advertiser | The Hospitals Contribution Fund of Aust Ltd (Fit & Well) |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement involves a young man and woman in a beach scene. The man is lightly buried under the sand, while the woman is dressed in a bikini and shown kneeling towards the camera. Their conversation is ‘If you’re like us, you don’t get sick ... But accidents do happen ... So, you need HCF Fit & Well. It covers things we need like dental, optical, joggers and fitness classes ... Physio, chiro, hospital and ambulance ... Everything we need ... And nothing we don’t ... Like hip replacements ... So, you pay less but you don’t settle for less ... At HCF’. The man is then shown getting up from under the sand and chasing the woman along the beach. The advertisement concludes with the words ‘HCF Fit & Well’ superimposed over the scene.

THE COMPLAINT

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

“My complaint is the very unnatural position (and uncomfortable position) the girl is in is an extremely long and exaggerated cleavage shot ... it is downright degrading to women everywhere.”

“The young woman is, in my opinion, portrayed in an overtly sexist and sexy position ... breasts pushed forward, back arched, bottom in the air.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the woman within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.