



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 164/03 |
| 2. Advertiser | Bendigo Bank |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a caption reading: ‘...we needed a bit of help’. A couple then appears, with the wife watching on as the husband relates their experience of another bank refusing to extend assistance that they subsequently obtained from the Bendigo Bank. The advertisement concludes with a superimposed caption reading: ‘Bendigo Bank’.

THE COMPLAINT

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

“I find this advertisement unacceptable because it devalues the role of women in the community, and portrays women as being incapable of taking care of themselves. It also portrays women as being submissive and subservient.”

THE DETERMINATION

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

Noting advice from the advertiser that the material was based on actual customers talking about their banking experiences, the Board determined that it did not constitute discrimination and/or vilification as represented in the Code.

Further finding that the advertising material did not breach any other area of the Code, the Board dismissed the complaint.