



CASE REPORT

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| 1. Complaint reference number | 17/07 |
| 2. Advertiser | Commonwealth Bank of Australia (door/boxes) |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 February 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on the swinging doors of a large office building as a man in a suit enters and lets go of the door which closes. A man and woman approach the doors, go through and the doors close as they are let go. Next a woman enters the building, letting the door close on a man following her with two heavy boxes in his arms. The door slams in the man's face knocking him and the boxes to the ground outside. People look at him but no one offers assistance. The man looks up from the ground with a resigned look on his face. A male voiceover asks "Where have all the people who'd open a door for you gone? They're working for us." Later we see the man entering a Commonwealth Bank as automatic doors open for him and he's greeted by a smiling female employee. The voice continues "The Commonwealth Bank has employed hundreds of extra customer service staff - and we're adding more every day."

THE COMPLAINT

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

This ad...suggests and promotes violence and further promotes violence against males by females. It is not only offensive and irresponsible of the bank to get cheap laughs at the expense of a male being beaten up it further suggests that it is an acceptable process to be taken by women if they can't get what they want. Further it suggests the powerless position of the male to defend himself against such aggression.

THE ADVERTISER'S RESPONSE

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

The complaint alleges that the man has the door "slammed in his face". This is not the case. In the advertisement, the lady in the scene fails to hold the door open for the man. As the man has assumed that the door will be held open, he walks through the door as it closes on him. This is not an act of aggression, rather an accident caused by an inconsiderate person.

THE DETERMINATION

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

The board viewed the advertisement and considered whether it breached Section 2.2 of the Code dealing with violence.

The Board noted that the depicted action of a person failing to hold open a door for someone, and the

door closing against the person was at worst inconsiderate and unthinking but not violent. The Board hence held that the advertisement did not breach Section 2.2 of the code.

The Board also rejected any notion that the advertisement contained material that could be considered discriminatory according to Section 2.1 of the Code.

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