



## **CASE REPORT**

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| 1. Complaint reference number | 178/99   |
| 2. Advertiser                 | GIO Insurance                                      |
| 3. Product                    | Insurance  |
| 4. Type of advertisement      | Radio  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 8 June 1999                               |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement involves a telephone conversation between a man, attempting to feign a woman's voice, and a GIO telephone operator. The operator begins 'GIO Insurance, Mandy speaking, how can I help you?' to which the caller replies 'I'm calling about the lower insurances rates for ladies'. The operator says 'Certainly, Mrs ...?' and the caller replies 'Smythe'. A male voice is heard in the background saying 'Hurry up Bob, the game's starting!' and the caller is heard, reverting to his natural voice, saying 'I'll be there in a sec mate' and then, again feigning a woman's voice, 'Go ahead dear ...'. The GIO operator says 'Well, I need your details' and the background voice is heard saying 'You're missing the game, Bob. What are you doing?' The caller then says 'Excuse me a second love, I've just got to have a word with Mr. ... Smythe'. The advertisement concludes with a voiceover saying 'To qualify for GIO's reduced rates for women drivers, all you have to be is a woman. To find out more call GIO on 13 10 10. Car insurance the way it ought to be.'

## **THE COMPLAINT**

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

*"The advertisement discriminates against men as they are denied the possibility of discount insurance and the subtle implication is that this is done on the basis of some inherent flaw in men ... This suggests that gender is a trivial concept and that people may want to impersonate a woman solely for financial advantage."*

## **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, within the context of the advertisement itself, the portrayal of people did not constitute discrimination or vilification and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.