



CASE REPORT

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| 1. Complaint reference number | 186/07 |
| 2. Advertiser | ING Australia Ltd (Billy Connolly - Walk in the Park) |
| 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, 10 July 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features comedian Billy Connolly advising that ING has superannuation to suit all walks of life, while in the background Billy can be seen performing various strange activities considered typical of his day - playing guitar, pretending to fly, marching in a slouch hat and saluting, pushing a wheelbarrow, acting like a surgeon in mask and gloves, doing a "Monty Python funny walk", pulling a golf buggy, moonwalking and crotch-grabbing a la Michael Jackson, tripping himself, and executing a Chuck Berry guitar hop. At the conclusion of the advertisement Billy is seen in a park environment with a summerhouse, garden statues, birds and a rainbow.

THE COMPLAINT

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

Billy Connolly and his notorious grouse crutch grabbing behaviour (sic).

THE ADVERTISER'S RESPONSE

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

The complaint in question relates to our TV advertisement promoting our expertise in superannuation. In the ad, comedian Billy Connolly impersonates people from different walks of life such as a surgeon, a soldier, a labourer, as well as the mannerisms of several famous personalities, including Chuck Berry's 'duck walk'. The mannerism to which the complaint refers is clearly an impersonation of part of Michael Jackson's dance routine on his famous video clip for the song Thriller.

Our brand tracking research shows that we have very strong customer support for our humorous ads involving Billy Connolly. Our research also shows that the ad in question has very high cut through with consumers in general who find it funny, informative and appealing.

We are sorry if the Michael Jackson impersonation has caused offence as it was not intended to.

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 the complainant's concern at the depiction of the actor grabbing his crotch. The Board viewed the advertisement and considered that the action was brief and was one action in a montage of many images of Billy Connolly mimicking various people. The Board agreed that the

particular image was intended to be a copy of a dance move of Michael Jackson and that most members of the community would not find this part of the advertisement offensive or sexual.

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