



## **CASE REPORT**

1. Complaint reference number	2/06
2. Advertiser	AAMI (car air-conditioning)
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Violence Domestic violence – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a family driving in the country on a very hot day, sweating from the heat and the mother is fanning herself with a map. The father notices this and asks if they want the air-conditioner on. As the mother leans towards the dashboard switch, the father slaps her hand away and asks “Half or full?” When the answer is “full” he uses his own driver’s controls to wind all the windows down. A voiceover asks “Is the cost of driving your car becoming too much? Switch to AAMI...”

## **THE COMPLAINT**

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

*The viewer is subjected to this man patronising his wife and in fact slapping her hand.*

*...glaring domestic violence innuendo...*

*the father’s behaviour is depicted as controlling, chauvinistic, abusive and full of betrayal.*

*It shows a male in a position of power and control and then abusing that position.*

## **THE ADVERTISER’S RESPONSE**

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

*It is our belief that the advertisement does not contravene any part of Section 2 of the Advertiser code of ethics.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered whether the behaviour of the father, slapping his wife’s hand away from the air conditioner was justifiable in the context of an advertisement for car insurance. The Board considered that the behaviour shown in the advertisement was not violent and not intended to cause any pain. The Board did not consider that the advertisement breached clause 2.2 of the Code regarding portrayal of violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.