



CASE REPORT

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| 1. Complaint reference number | 202/07 |
| 2. Advertiser | iSelect Pty Ltd (Boning Marrow) |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Disability – section 2.1 |
| 6. Date of determination | Tuesday, 10 July 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a female asking “Single and earning over \$50,000 with no health cover? You’re throwing money away!”, followed by a male voiceover announcing “Looking for better value from your health insurance? Call 13 19 20 or go to iSelect.com.au”. The female returns with the admonition “You’d have to be boning marrow to buy health insurance any other way.”

THE COMPLAINT

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

The phrase 'Boning Marrow' spoken in such a flippant and farcical manner is deeply offensive to anyone who has experienced a bone marrow transplant, or anyone who has had a loved one go through this. Cancer in any shape or form is not something that should be mocked in this way. To suggest that 'boning marrow' equates to being stupid or ignorant is the epitome of thoughtless advertising.

THE ADVERTISER’S RESPONSE

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

iSelect’s view is that the use of the term “boning marrow” is an invented word and not designed to be offensive or confronting in any way, nor is it referring to or suggesting a bone marrow transplant. The term is intended solely to be of a comical and or whimsical nature and its use is purely for curio or cut through value. The term is not able to be referenced in any Australian or OS dictionary. As such we reject the consumer’s complaint but nonetheless respect their concerns.

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 that the advertisement makes light of or fun of people undergoing bone marrow transfers resulting from significant illnesses. The Board expressed regret that the advertiser had used words that might be able to be construed in such a way by some members of the public, and considered that such use was in bad taste.

However the Board considered that the term 'boning marrow' was in fact a nonsense term that could refer to many other things and that it was unlikely that most members of the community could consider this to be a reference to bone marrow or illness, less still any form of discriminatory or vilifying reference to people suffering significant illnesses or cancer treatment.

The Board determined that the advertisement did not vilify or discriminate against any person or group of people and hence did not breach section 2.1 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.