



## **CASE REPORT**

1. Complaint reference number	222/01
2. Advertiser	Medical Benefits Fund of Aust Ltd
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

One of a series of television advertisements based on theme of “every life is a different story,” in the advertisement subject to complaint “Mike and Alice” are shown getting married over a commentary that “They’ll spend 60,000 hours together, with the kids. And they’ll spend many more without them.” Over images of food and dancing in a park, where attention is drawn to the man putting his hand on the woman’s bottom, the commentary continues: “They’ll enjoy 4,200 meals and 3,000 hours of romance.” Over a scene of bouncing bed springs, the voiceover says: “Their hearts will beat 3 billion times.” Over vision of a woman with extraordinary long hair and a balding man, the voice continues: “Alice will grow 9 metres of hair, and Mike won’t.” The advertisement cuts to a scene of a couple in bed, the man having blocked his ears in defence against the woman’s snoring, before concluding with details of MBF insurance for couples.

## **THE COMPLAINT**

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

*“It is my opinion that this commercial is tacky, indecent and*

*offensive and is not appropriate for television regardless of the timeslot. I was mildly disgusted with the tacky imagery of the ‘bouncing bed’ scene. With regard to the ‘groping the bottom’ scenes, it was both tacky and disrespectful to women.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the content of this television advertisement did not constitute a contravention of the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. Finding that the content of the advertisement did not breach the Code on any grounds, the Board dismissed the complaint accordingly.