



## CASE REPORT

1. Complaint reference number	266/05
2. Advertiser	Bank of South Australia
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens with a close-up of a young female sales assistant working in a hardware store. As she is restocking the shelves, she begins day-dreaming. Her inner monologue is heard to say: “Everyone’s busy renovating their homes. I’d like to have my own place one day. Cute little bungalow, white picket fence.” She notices a male customer further down the aisle. Her inner monologue continues: “And a man. We could start a family. Lazy Sunday mornings... breakfast in bed...” Suddenly the male customer’s wife approaches and stands by her husband. The store assistant is shocked and feels that she has been cheated. She walks up to the male customer and slaps him across the face. The male customer is shocked. The store assistant looks down and a sheepish and apologetic look falls across her face. The final scene in the advertisement shows the Bank of South Australia logo and the words: “About getting a home”

## THE COMPLAINT

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

*“If this advertisement had roles reversed and the man had even considered slapping a woman, there would be a huge outcry of male brutality and cries for the ad to be withdrawn. Let’s have equality and treat the men with respect demanded for women.”*

*“Woman slaps man across the face for no reason at all except her own fantasy – implies violence against men is okay. If it had been a man slapping a woman in this case there would be a huge outcry. Assault is a crime and this ad portrays it as being okay if done by a woman in this situation.”*

## THE ADVERTISER’S RESPONSE

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

*“... in the Bank’s opinion our ad does not breach any of the stated regulations.”*

*“The purpose of this commercial was to reinforce BankSA’s understanding of and empathy with homebuyers. We certainly did not intend to cause any offence to viewers.”*

## THE DETERMINATION

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

The Board was of the view that the majority of people would understand the humour used in this advertisement and would not find the advertisement offensive. The Board also considered that the

scenes in this advertisement were not overly violent. The Board noted that the female character in the advertisement did appear apologetic and appeared to feel silly for having acted in such a manner.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of violence.

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