



CASE REPORT

1. Complaint reference number	278/99
2. Advertiser	One to One Insurance Solutions International Pty Ltd
3. Product	Insurance
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The double-sided newspaper advertising insert comprises, on one side, a photograph of a young woman in a one-piece swimming costume with the superimposed words ‘Guaranteed to trim the fat – from your insurance premium’ and a text box reading ‘Call One To One to win a trip for two to Club Med Nusa Dua’. On the reverse side is text containing details of the insurance services being offered.

THE COMPLAINT

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

“The photograph on the front has nothing whatsoever to do with insurance and portrays a negative image of a female.”

THE DETERMINATION

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

The Board determined that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.