



CASE REPORT

1. Complaint reference number	282/03
2. Advertiser	IAG Insurance (SGIO)
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 9 September 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a domestic scene where two young children are playing on a lounge room floor when, unprovoked and with a mischievous smile, the girl calls loudly: "Ow! Don't punch me." The boy has a look of resignation as to what is about to happen as his father enquires what is going on and sends the boy to his room. Subsequent superimposed text reads: 'No-one should be punished for something they didn't do', and to the music of 'By My Side,' the boy walks down a hall and into his room. A voiceover states: "With SGIO Car Insurance, if a claim is not your fault, your No Claim Discount won't be penalised." Caption-supported, the voiceover concludes: "Which can help you get a Maximum No Claim Discount for the life of your policy, faster." The advertisement concludes with a telephone contact number and a caption reading: 'SGIO. We're here to help,' together with subsidiary text providing information on the related Product Disclosure Statement.

THE COMPLAINT

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

"It is manipulative in that the girl can get what she wants by demeaning the sibling. It portrays the female in a dominant role and the male as the underdog. Does this mean that 'equality' will always favour the female?"

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board noted a response from the advertiser stating that the intention was to use 'a humorous, every-day situation depicting sibling rivalry that our target market would identify with', and apologising for any inconvenience or offence the advertisement may have caused.

In the Board's view, the majority of people would identify with the intended humour, and would regard the depiction as being within the boundaries of prevailing community standards in relation to the portrayal of childish behaviour.

It was determined that the material did not constitute discrimination and/or vilification as represented in the Code, and that it did not otherwise contravene any of the Codes provisions.

Accordingly, the complaint was dismissed.