



CASE REPORT

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| 1. Complaint reference number | 31/01 |
| 2. Advertiser | NIB Health Funds Ltd |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

There are two television advertisements:

1. The first opens with a man to camera who asks, ‘Do you need health cover?’ Several people are depicted undertaking a range of health-related procedures and activities, each responding, ‘Ah’, in a variety of tones and inflexions. The advertisement concludes with text and voiceover, ‘Cover your “Ah’s”’, and the return of the man to camera who adds, ‘with NIB’. The advertiser’s logo, the text ‘Health cover for everybody’, telephone number and website are included in the final image.
2. The second advertisement portrays a number of people to camera who sequentially voice ‘Ah’ to form a melody. Intermittently, a little girl appears whose mouth is closed and who shakes her head. The advertisement concludes with ‘Cover your “ah’s”’ text and accompanying ‘Ah’ sounds, and the little girl to camera who smiles, showing the absence of two upper front teeth. The advertiser’s logo, the text ‘Health cover for everybody’, telephone number and website are included in the final image.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘As a schoolteacher of many years’ standing, and having specialised in the teaching of English (besides having children and grandchildren of my own), I believe that this commercial is not only a corruption of the English language, but also of Christian teaching.’

‘A very poor play on the colloquial filth of “cover your arse”, which presumably developed from “cover your back”.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board took the view that the language within these advertisements did not offend prevailing community views. The Board determined that the advertisements did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.