



CASE REPORT

1. Complaint reference number	311/00
2. Advertiser	Australian Unity Health Ltd
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, with a tropical backdrop, portrays the actor, William McInnes, talking to camera in front of lavatory cubicles, two of which have closed doors and the shod feet of the occupants on view. During the advertisement, they can be heard calling from the cubicles, 'Hello, is anybody there? Hello, is anybody out there? Hello? Anyone.' He says, 'Two regular travellers – two private health plans. Both plans work at home but, when they go overseas, (he gestures towards one of the cubicles) her cover travels with her – at no extra cost. While she (he gestures at the adjoining cubicle) is entirely on her own - one of the usual health funds. Australian Unity - the difference is limited cover versus a little extra care. So, (he kicks a roll of toilet paper in a bowl under the cubicle door of the first occupant) who's looking after you?' The recipient is heard saying, 'Oh. Thank you', and the advertisement concludes with the advertiser's logo, telephone number and website.

THE COMPLAINT

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

'In our opinion, this is one of the most obscene advts (sic) to appear on TV, and is in the worst of bad taste.'

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.