



## **CASE REPORT**

1. Complaint reference number	318/99
2. Advertiser	Medibank Private Ltd (Blue Ribbon Extras)
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with the superimposed words ‘All the extras cover I need ... Nick Russo ... Family man, 45 exactly’ followed by a close up shot of a man, dimly lit and breathing heavily. As he looks around, he sees a clock showing the time to be 6.44, various family photographs, a birthday card and a woman and children watching him expectantly. As the clock turns to 6.45, he takes a deep breath and blows out the candles on a birthday cake and the group laugh together and embrace. Details of various optional extra areas of insurance coverage are successively superimposed on the screen. The advertisement concludes with voiceover saying ‘For extras cover that’ll make you and your family feel a whole lot better, call Medibank Private now’.

## **THE COMPLAINT**

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

*“My complaint is that the image of this male is discriminatory in the way it portrays 45 year old males ... It only serves to exacerbate the discrimination experienced in the workplace experienced by people over 40, by portraying our age group as wheezing old men who look more like 60 than 45.”*

## **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 man within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.