



CASE REPORT

1. Complaint reference number	340/03
2. Advertiser	RACQ
3. Product	Insurance
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement reviewed by the Board opens to a visual scene of a lady sitting on her couch in her living room. She states, “Steve put his foot through the ceiling but because we’ve got RACQ Accident Cover, we’re covered.” She yells out “Are you right there Steve?” and the camera cuts to a visual scene of a man’s two legs hanging out of a hole in the roof. A muffled reply is heard from the man “Yeh.” A voiceover states, “At RACQ Insurance we know accidents happen that’s why you can choose accidental cover with your home or content insurance. We’ll help wherever we can.”

The man yells out to the wife, “You got that ladder yet?” and the woman replies while still seated on the couch, “Still looking ...” while smirking. The voiceover states, “RACQ Insurance. Wouldn’t be without them, would you? The RACQ logo and details appear on a blue background.”

THE COMPLAINT

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

“...Features, emotional and physical violence carried out by females on males, ...portraying men as being stupid and incapable.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“...The approach is not designed to mock people but instead attempts to show the endearing and slightly vulnerable side of people when placed under the pressure of a recorded television commercial... whilst we appreciate the point of view expressed by the complainant the portrayal of people within the series of advertisements is intended to be a humorous depiction and to communicate positive humour as opposed to negative messages.”

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 considered that the majority of viewers would recognise the intended humour in the advertisement. The Board found that the content did not contravene the violence provision of the Code nor any other provision in the Code.

Accordingly the complaint was dismissed.