



CASE REPORT

1. Complaint reference number	370/04
2. Advertiser	Bank of South Australia
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a cow using an automatic teller machine. The rear end of the cow is seen from behind. The tagline is that the Bank of South Australia “offers more banking services to rural Australia .”

THE COMPLAINT

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

“There is no other way we are subjected to have to view the vaginal area of any other thing or person in television, so why are we subjected to the visual impression of a cow’s vagina in the pretence of using an automated teller machine.”

THE ADVERTISER’S RESPONSE

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

“Section 2 of the AANA Advertiser Code of Ethics has been reviewed and in the Bank’s opinion our ad does not breach any of the stated regulations.”

“The purpose of this commercial was to demonstrate Bank SA’s understanding of, and commitment to, the rural community of South Australia . We certainly did not intend to cause any offence to viewers.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to other.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.