



CASE REPORT

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| 1. Complaint reference number | 384/03 |
| 2. Advertiser | Australian Pensioners Insurance Agency |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts the back of a man's bald head with lipstick marks in the shape of lips all over it, along with the tag line "Party Hard Apologise Later".

THE COMPLAINT

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

".... it encourages, even condones anti-social behaviour & justifies same by suggesting that only an apology will be sufficient & acceptable."

THE ADVERTISER'S RESPONSE

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

".... it in no way contravenes the AANA Advertiser Code of Ethics"

THE DETERMINATION

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

The Board noted that the majority of the community would consider the advertisement to comprise a humorous view of office Christmas parties.

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

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