



CASE REPORT

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| 1. Complaint reference number | 508/08 |
| 2. Advertiser | Sunsuper |
| 3. Product | Professional Services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Wednesday, 10 December 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement from Sunsuper for its superannuation services leads viewers through different stages of life, focusing on success at different ages - eg at age 4 success means staying up late...at age 35 success is having kids...at age 80 success is having a driving licence. A woman is then seen floating in a pool and the words "You look after your life" then "We'll look after your super" appear on the screen before the Sunsuper logo and the end of the advertisement.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It states that to be considered "successful" at age 35 you need to have children. I am a 37 year old woman who does not have children and find it highly offensive that they are publicly proclaiming me to be a failure. Children under 18 years of age who view this ad could be misled in relation to social values - are we teaching them that they must consider all those like me to be failures? This is highly inappropriate.

THE ADVERTISER'S RESPONSE

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

I wish to respond to the complaint lodged against Sunsuper with respect to a scene in one of our "You look after your life. We'll look after your super" television commercials. The theme of these commercials (there are two 30 sec + three 10 sec executions in the series) is to look at a range of events people may experience during their lives and how their perspectives on those events can alter as they grow older.

For instance a young traveller setting off on a world journey with a life full of adventure before her, contrasted with a senior traveller setting off on a journey with a life of experiences behind her (and more in store). Or, the freedom to be on your own with your newly acquired driver's license at age 17, with the freedom of being able to share the joy of driving with someone at age 80. Or, the ongoing rewards and change in focus a successful business person enjoys through their working life.

The scene which the complainant refers to attempts to capture the feelings of a couple at 35 with their young family close to them, and compares that with a couple 20 years down the track, relieved and excited at the prospect of their children leaving the family nest. Their view of success as parents has changed over this time.

We have deliberately shown a series of different events to appeal to a range of people with

different life experiences. They are not a sequence of events in the life of one person. And, it's unlikely (though not impossible) that any one person would experience each of these scenarios in their life.

Contrary to the view taken by the complainant, none of these scenes are intended to imply a successful life is only achieved through the attainment of each, or any, of these experiences. But rather, that the measure of success relative to these various situations changes, or in some cases remains the same, as people grow older and travel through the circle of life.

The point of the story is to demonstrate that life is an evolving journey and all sorts of people are at different stages of this journey at any one point in time. However, while you are working your way through life Sunsuper is working away for you in the background looking after your superannuation – allowing you to concentrate on whatever events you are focused on at the time.

To ensure this communication would resonate with a range of people in our community, we undertook extensive consumer testing of these commercials before they were released in June 2007, specifically to gauge reaction to these scenarios. As a result of this testing one scene was amended (not the scene in question). As a prominent advertiser, we take our responsibility in this regard very seriously.

These commercials have aired in Queensland for almost eighteen months on a heavy schedule. During this time the only amendment has been the addition of an awards super on the final scene.

THE DETERMINATION

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

The Board considered the application of Section 2.1 of the Code, relating to discrimination and vilification. The Board considered whether the advertisement discriminated against people without children or anyone else.

The Board considered the advertisement depicted scenes of what various people considered to be success at different ages. The Board considered that the list of “successes” were inclusive and clearly not intended to be exhaustive. The Board therefore determined that the advertisement did not discriminate against or vilify people without children or older people, or any other section of the community. The Board therefore found no breach of Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.