



CASE REPORT

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| 1. Complaint reference number | 54/01 |
| 2. Advertiser | T.D Waterhouse Investor Services |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows an Asian woman walking through a cemetery. She is pursued by a young man who attempts to grab her handbag. A struggle ensues and, during the struggle, they engage in the following dialogue:

Woman: ‘Hey my money is in there!’

Man: ‘I need it to invest in shares.’

Woman: ‘Investing in shares is expensive, you idiot.’

Man: ‘You only need \$1,000.00 to start investing with T.D. Waterhouse.’

Woman: ‘You wouldn’t know what to buy.’

Man: ‘You don’t need to if you get a managed fund.’

Woman: ‘Well, if it’s that easy, I’ll do it myself.’

The woman then executes a flying kick, knocking the young man to the ground. The advertisement concludes with the man sprawled on the ground and the woman walking off. A voiceover says, ‘Click, call or come into T.D Waterhouse.’ The advertiser’s details are superimposed on the screen.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘...the use of violence for any purpose...is completely contrary to the values we expect to be communicated by a public broadcasting outlet...Secondly, as women we were insulted by the reaction of the woman involved in spite of the fact that she was apparently defending herself... Thirdly, in a city where a family is still grieving over the unsolved murder of their young daughter in a cemetery, this scenario is totally insensitive...’

‘...an Australian male tries to snatch the handbag from an Asian female...This advert is simply another example of ...what can only be described as the latest disease of constantly putting down the Male of our society, and (the use of) crime, sexism and racism as a legitimate advertising ploy...’

‘Surely when so many women are being attacked and robbed these days by young people who set out to rob “soft targets” this is not a suitable form of advertising...may encourage more attacks on women and even give thieves the idea that a cemetery where lots of elderly ladies visit their

husband's graves maybe (sic) a perfect place to rob and injure.'

THE DETERMINATION

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

The Board was of the view that the advertisement was a parodic, humorous sketch and that, accordingly, the material within it did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on any ground and dismissed the complaint.