



CASE REPORT

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| 1. Complaint reference number | 62/04 |
| 2. Advertiser | BPAY Pty Ltd |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 13 April 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a series of three radio advertisements advertising a B-PAY promotion whereby payment of bills via B-PAY might result in the customer winning a chauffeur, chef or housekeeper for a month. Three characters are used in the series including Jeeves the Chauffeur, Henri the Chef and Consuela the Housekeeper.

THE COMPLAINT

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

“The BPAY ad is I believe offensive in that it inaccurately represents a minority group in a stereotypical and demeaning manner.”

THE ADVERTISER’S RESPONSE

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

“The Housekeeper advertisement is one in a series of three advertisements produced to promote the BPAY service and, in particular, the promotion which is currently being conducted by BPAY which offers consumers the chance to win a chef, chauffeur or housekeeper for one month.”

“All three radio advertisements in the series were intended to be a light-hearted and entertaining portrayal of the types of characters.”

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 in the context of prevailing community standards, the majority of people would not be offended.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (race)/vilification.

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