



CASE REPORT

1. Complaint reference number	68/04
2. Advertiser	Bankwest
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 13 April 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts an oversized King Kong-like gorilla character stomping through a town, wrecking cars and picking up women. When he sees the Big Banana tourist attraction below he picks up the banana and drops the woman. The tagline is “Who can resist a better deal?” and the voiceover describes the benefits of Bankwest’s interest rates.

THE COMPLAINT

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

“It is sickening, degrading to women and violent.”

THE ADVERTISER’S RESPONSE

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

“At no stage was there any intention to provide a message that supported or encouraged violence or the denigration of women.”

“The tone of the ad is humorous with a hint of “hyper-realism.”

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 (sex)/vilification.

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