

CASE REPORT

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| 1. Complaint reference number | 68/05 |
| 2. Advertiser | St George Group (police) |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows two police detectives from an internal investigation unit questioning a senior police constable. The detectives notice that the police officer has a very nice car and nice pool and suggest that the police officer may have obtained these possessions through improper means. The constable smirks and hands the detectives a card informing them about St. George Financial Planning Services. The investigating officers apologise for the misunderstanding.

THE COMPLAINT

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

“The portrayal of Police Officers as being corrupt ... I am offended by this suggestion.”

THE ADVERTISER’S RESPONSE

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

“We would argue that the police officer is positioned as being an intelligent, honest and confident individual who has built his position through prudent financial planning.”

“At no time do we state or imply that the police generally, or this officer in particular, are in fact, corrupt. The ad goes to pains to promote the services of our financial planners ...”

“The advertisement seeks to adopt a humorous approach to delivering our message and we do not believe it steps outside Section 2 of the Code specifically ...”

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 and accepted the advertiser’s submission that at no time does the advertisement imply that the police generally are (or that this officer in particular is), in fact, corrupt.

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

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