



## **CASE REPORT**

1. Complaint reference number	75/99
2. Advertiser	DirecDial Financial Services Ltd
3. Product	Insurance
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 March 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement comprises a male voiceover talking about the advertiser's product. His script includes the following words, 'Caught in the traffic...again. Well, while you're sitting there check the state of some of the other cars. There's bound to be one old banger held together with little more than rust, there'll be the vroom vroom hot Holden and no doubt the oft spotted Falcon Ute... Don't laugh they're costing you money but not if you're with DirecDial Insurance. We won't insure them so good risks save...'

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included the following:

*'As a proud owner of a 1968 Holden with a V8, I found this ad to be extremely offensive... Insurance companies have been trying to defame people who choose to drive older (Classic) cars for a long time now by implying that we are bad drivers with unsafe cars...I feel that it is about time that people were not discriminated against for driving older model cars.'*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not constitute discrimination or vilification and did not breach the Code on this ground. The Board was satisfied that the advertisement did not offend any other section of the Code and dismissed the complaint.