



CASE REPORT

1. Complaint reference number	76/05
2. Advertiser	Bank of WA (Bankwest)
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a person using an ATM. An arm emerges from the ATM and is shown to slap the man in the face. The next scene in this advertisement shows the same man on the telephone. A small hand protrudes from the receiver and also slaps the man in the face. Similarly, in the third scene a man is shown to sit in front of the computer where an arm is shown to extend from the monitor and slap the man in the face. The voiceover asks: “Are you sick of getting slapped with a fee every time you use your bank”.

THE COMPLAINT

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

“I find it offensive because I believe it trivializes violent behaviour. It gives the message to people that slapping someone is OK and even funny. A lot of domestic and other violence often starts with one slap.”

THE ADVERTISER’S RESPONSE

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

“The creative treatment of the television advertisement is intended to provide a comical suspension of belief, and we maintain that the advertisement does not present or portray ‘believable’ violence.”

“There was never any intention to trivialize violent behaviour. As a result we do not believe that parallels can be drawn between the advertisement and violence in general and domestic violence in particular.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to violence. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.