



## CASE REPORT

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|-------------------------------|--------------------------|
| 1. Complaint reference number | 90/08                    |
| 2. Advertiser                 | HBF (Restaurant)         |
| 3. Product                    | Insurance                |
| 4. Type of advertisement      | TV                       |
| 5. Nature of complaint        | Other - Social values    |
| 6. Date of determination      | Wednesday, 12 March 2008 |
| 7. DETERMINATION              | Dismissed                |

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in a trendy restaurant where a young family are having dinner. The two small children are feeding themselves spaghetti and taking drinks very competently, until things start to get out of hand. The children start getting restless and stand on the chairs, then the boy puts spaghetti in the girl's hair, at which she starts crying loudly. A voiceover asks "Ready for kids? Take out HBF family cover and get one month free." As other restaurant patrons look on and smile indulgently, the question is asked "Not ready for kids? HBF singles cover comes with one month free too." The children are seen knocking over a drink and making the table look a complete mess.

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*Kids with their gobs full of food, throwing it around. This is very poor taste - get it off! Disgusting.*

## THE ADVERTISER'S RESPONSE

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

*The purpose of the commercial is to target two distinct audiences for HBF health insurance - namely young singles and young families. To engage both of these audiences in one commercial, we highlighted the positive and engaging moments of raising children and juxtaposed them with the more challenging moments. The scenario depicts a light-hearted 'slice of life' of likely events.*

*With people based brand values, we aim to develop commercials that accurately reflect the everyday issues facing members and given we operate in a competitive environment, we aim to deliver them in an engaging and interesting format.*

## 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 the complainants' concerns that the advertisement was "*disgusting*" and "*in poor taste*" and considered the advertisement against prevailing community attitudes on social values.

The Board viewed the advertisement and found it to be a funny and true-to-life representation of a family going out to dinner with very young children. It further noted that the advertisement contained humorous scenarios that were part of everyday life that people would relate to. The advertisement was gentle and used humour in an appropriate way.

The Board determined that the advertisement did not depict activities that contravened prevailing community attitudes or social values.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.