



CASE REPORT

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| 1. Complaint reference number | 98/99 |
| 2. Advertiser | Bank of Western Australia Ltd (BankWest) |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement includes the following script:

Sound effect: Howling wind

Woman (older sounding) ‘I’m scared.’

Man (older sounding) ‘One step at a time.’

Woman ‘It’s too high.’

Man ‘Just keep looking up.’

Woman ‘Oh boy. This is so high.’

Announcer: ‘A warning for all those considering stepping up to a Bank West Reward Bonus Term Deposit.’

Man ‘Almost there. Don’t look down’.

Announcer ‘You won’t believe how high our rate is.’

Woman (sounding fearful) ‘Oh boy.’

Announcer ‘Bank West Reward Bonus Term Deposits for investors over 50. The Term Deposit that can give you vertigo.’

THE COMPLAINT

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

‘As a senior citizen myself I feel (the advertisement) portrays older ladies as feeble and panicking... We are not all ready to enter a psychiatric institution and deserve a little more respect than that.’

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, while appreciating the complainants’ personal point of view, determined that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.