Case Report

1. Case Number :	**0301-24**
2. Advertiser :	**Youi**
3. Product :	**Insurance**
4. Type of Advertisement/Media :	**TV - Pay**
5. Date of Decision:	**20-Nov-2024**
6. Decision:	**Dismissed**

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

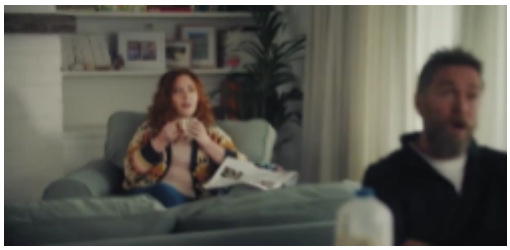
DESCRIPTION OF ADVERTISEMENT

There are three versions of this Pay TV advertisement.

Version 1 (30 seconds) features a man and child sitting at a dining table. The child is colouring and reads from the newspaper, "You haven't shopped around until you've tried Youi...what does shop around mean?"
The man says "Well with car insurance you should try a few options, so you find the best one."
The child says "Is that like how Aunty Kate shops around to find the best boyfriend?"
The Aunty is sitting on the lounge and says "I just have high standards darling."

Version 2 (15 seconds) features a man and child sitting at a dining table. The child is colouring and reads from the newspaper saying "You haven't shopped around until you've tried Youi...what?"
The man says "With car insurance you've got to try a few to find the best."
The child says " Like Aunty Kate finding a boyfriend?"

Version 3 (10 seconds) features a man and child sitting at a dining table. The child is colouring and reads from the newspaper, "You haven't shopped around until you've tried Youi?"
The man says "What?"




THE COMPLAINT

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

The ad talks about shopping around for insurance. A child then makes a comment about comparing this to a woman shopping around for a boyfriend. In this day and age with women being treated how they are, slut shaming is completely unacceptable, and especially having a child say the line.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Thank you for notifying Youi Pty Ltd (Youi) of the complaints received regarding one of Youi's advertisements. As requested, Youi has provided the information required, below.

Youi considers that the advertisement does not contain any material which:
(a) is exploitative or degrading (s2.2);
(b) contains violence (s2.3);
(c) contains sexual elements or nudity (s2.4);
(d) uses or includes offensive language (s2.5);
(e) depicts material contrary to community health and safety standards; and
(f) it is clearly distinguishable as advertising (s2.7).

Accordingly, Youi has not addressed these sections of the AANA Code of Ethics (Code). The complaints received relate solely to section 2.1 of the Code and so Youi has confined its response to that section.

The complaints received are in reference to one of Youi's latest ads, titled 'Aunty Kate', which playfully highlights the similarity between shopping around to find the best car insurance and finding the best boyfriend.

The heart of this ad is simple, and positive: Youi is all about valuing individuals and encouraging thoughtful choices. We value individuals, like Aunty Kate, who prioritise finding the best for themselves; whether that's a boyfriend or their car insurance.

The ad humorously depicts a relatable family moment, with the innocence and curiosity that young children bring to the family dynamic, while acknowledging that parents sometimes say things their children will embarrassingly repeat.

Understanding the societal pressures and judgement that women are often subject to, Youi was intentional in making Aunty Kate a self-assured character, who owns her individual choices around finding the best boyfriend. Youi employs humour in these ads to challenge the outdated trope of shaming women deemed 'too picky'. Rather, Aunty Kate is portrayed as a strong woman with high standards. Youi considers that Aunty Kate's portrayal is that of a confident, independent woman and one which does not perpetuate harmful stereotypes.

Youi has used humour to simplify the message that comparing insurances through shopping around is a positive trait. By leaning into stories that are refreshingly real, Youi aims to relate to a broad audience while promoting the importance of individuals choosing insurance that suits their needs.

Youi trusts that the above is sufficient. However, if you require additional information, please let us know.

Youi writes to address the additional complaint received on Friday 8th November 2024.

With regard to the complaint that the advertisement is discriminatory against men, Youi disagrees with this interpretation. The purpose is not to rank individuals or make any comparison between genders, but to support the notion of making informed decisions when shopping around for insurance.
Youi's focus is highlighting the benefits of selecting the best insurance options based on their individual needs and preferences through shopping around. The advertisement highlights this without suggesting any form of ranking or gender-based differentiation.

As mentioned in Youi's original response, by leaning into stories that are refreshingly real, Youi aims to relate to a broad audience while promoting the importance of individuals choosing insurance that suits their needs.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether the versions collectively forming this advertisement breach Section 2 of the AANA Code of Ethics

(the Code).

The Panel noted the complainant's concern that the advertisement vilifies women.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.1: Advertising shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief.

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

- *Discrimination – unfair or less favourable treatment.*
- *Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.*
- *Gender – refer to the attributes, roles, behaviours, activities, opportunities or restrictions that society considers appropriate for girls or boys, women or men. Gender is distinct from 'sex', which refers to biological differences*

The Panel noted the Practice Note to Section 2.1 states:

> *A negative depiction of a group of people in society may be found to breach Section 2.1, even if humour is used. The depiction will be regarded as a breach if a negative impression is created by the imagery and language used in the advertisement of a person or group of people on the basis of a defined attribute listed above. Advertisements can humorously or satirically suggest stereotypical aspects of a group of people in society provided the overall impression of the advertisement does not convey a negative impression of people of that group on the basis of one or more of the attributes listed above.*
>
> *Harmful gender stereotypes are unacceptable because they perpetuate unconscious bias and rigid norms of femininity and masculinity that shape what it means to be a girl, woman, boy or man.*

Does the advertisement discriminate against or vilify women?

The Panel considered that in version 1 of the advertisement the aunty responds to the young girl to explain that she has high standards. The Panel considered that the advertisement is demonstrating that the woman has power and choice in her dating decisions.

The Panel noted that version 2 does not include the aunty's response. However, the Panel considered that in both versions the child's question is not asked with judgement or suggestion that the aunty should be thought less of for having multiple previous partners. The Panel considered that the advertisement is a humorous

depiction of the connections children can make between seemingly unrelated concepts.

The Panel considered that no version of the advertisement depicted women in a way which humiliates, intimidates, incites hatred, contempt or ridicule, and did not depict the woman as receiving unfair or less favorable treatment. The Panel considered the advertisement did not discriminate against or vilify the woman, or women in general.

Does the advertisement discriminate against or vilify men?

The Panel considered that the advertisement is a humorous depiction of the connections children can make between seemingly unrelated concepts, and was not comparing the aunty' s boyfriends, or men, to objects.

The Panel considered that no version of the advertisement depicted men in a way which humiliates, intimidates, incites hatred, contempt or ridicule, and did not depict men as receiving unfair or less favorable treatment. The Panel considered the advertisement did not discriminate against or vilify the men.

Section 2.1 conclusion

The Panel found that the advertisement did not breach Section 2.1 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.