

COMPLAINT NUMBER	17/126
COMPLAINANT	D Cush
ADVERTISER	Seek Limited
ADVERTISEMENT	Seek Limited Television
DATE OF MEETING	9 May 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Seek Profile television advertisement shows a woman in a canoe, being pursued by another woman, offering her a job opportunity. Neither women are wearing life jackets. The tag line is “let opportunity come to you.”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, D Cush, said: This may be an insurance ad, I’m not sure. This was the second time I had seen it as I wanted to confirm what I saw. The scene is a small boat at sea in what looks like a bay or inlet. The people aboard including children do not appear to be wearing life-jackets. If this is the case how can the ad be allowed to screen?

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 12.

The Chair noted the Complainant’s concern that the participants of the advertisement were not wearing life jackets in their canoes and that could be seen as a safety issue.

In considering the advertisement, the Chair noted that Seek is an online employment marketplace to assist match job seekers and hirers. The advertisement is for a product called “Profile” and is marketed with the tagline “A Seek Profile lets opportunity come to you.”

The Chair noted the advertisement was a humorous and hyperbolic situation employed by the Advertiser to show a potential employer tracking down their preferred employee while they were on an overseas holiday. The Chair noted that the advertisement was unlikely to appeal to children.

While she acknowledged the need for Advertisers to ensure they depicted safe situations in advertisements regardless of the product being sold, the Chair said the advertisement before her did not reach the threshold required to breach Rule 12 of the Code of Ethics. The Chair ruled the advertisement did not encourage a disregard for safety and had been prepared with a due sense of social responsibility to consumers.

Accordingly, the Chair ruled there were no grounds to for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**