

COMPLAINT NUMBER	17/306
COMPLAINANT	C Campion
ADVERTISER	Sleep Drops
ADVERTISEMENT	Sleep Drops, Radio
DATE OF MEETING	11 September 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Sleep Drops radio advertisement describes a busy woman's day and why she has trouble sleeping and needs the Sleep Drop product. The advertisement says in part: "Meet Kate. She's a good Kiwi girl, 1.5 kids, juggling a career she loves and her responsibilities to her family..."

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

Complainant, C Campion, said: I would like to submit a complaint again the radio advertisement currently playing for the company Sleep Drops, owned by Kirsten Taylor. The ad follows Kate, the 'perfect kiwi woman' as she works a full time job, takes care of her and her partner's children and cooks the family dinner, topping it off by making sure theres a 'cold one in the fridge' for her hubby. Myself and a number of people I have spoken to after they heard the ad have found it to be sexist and offensive. To imply that the perfect kiwi woman is straight, married, child-bearing, employed and doting on her husband is damaging to the diverse group of individuals who identify as kiwi women. This ad does not uphold the values that New Zealanders are moving towards and I do not think that it should continue to be broadcast.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Code for People in Advertising - Basic Principle 3, Basic Principle 4.

The Chair noted the Complainant's concern that the advertisement's portrayal of women is sexist and offensive.

The Chair noted the light-hearted tone of the advertisement and confirmed the radio script called "Kate", "a good Kiwi girl." The Chair acknowledged the use of stereotypes in the advertisement with a working mother juggling roles, including stocking the fridge with beer for 'her hubby'.

In considering whether the advertisement met the threshold to cause serious or widespread offence, the Chair took note of the slightly confusing references to 'partner' and 'hubby' and the hyperbole in the reference to 1.5 children. In the Chair's view, the use of this fraction to mock the average number of children per household shifted the emphasis of the advertisement and made it more light-hearted.

While the advertisement was clearly offensive to some, the Chair confirmed the use of humour and satire were permissible under the Code for People in Advertising. The Chair said the advertisement did not reach the threshold to breach the Code of Ethics or the Code for People in Advertising.

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

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