

COMPLAINT NUMBER	18/063
COMPLAINANT	J. Cunningham
ADVERTISER	Cowley's Hire Centre
ADVERTISEMENT	Cowley's Hire Centre, Radio
DATE OF MEETING	5 March 2018
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Cowley's Hire Centre has a woman ringing the hire business to order a water blaster and shouting out to her husband to relay questions from the Cowley employee and answers from her husband. The wife also refers to her husband as "lazy".

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

Complainant, J. Cunningham, said: There are two ads for Cowley's Hire Centre which I would like to ask be removed. The ads are misogynistic. They represent women alternatively as dumb and nagging and it is inappropriate that they air on the radio. My teenage daughters and I feel strongly that it sends and reinforces the sexist stereotype of women which is harmful and outdated.

Cowleys is a great Northland company which could represent itself a lot better than this.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Code for People in Advertising - Basic Principle 4, Basic Principle 6.

The Chair noted the Complainant's concern that advertisement for represented women as nagging, reinforcing a sexist stereotype.

The Chair said the portrayal of the woman in the advertisement did not reach the threshold to be considered sexist. The Chair said the verbal exchange in the advertisement was a series of questions and answers and in her view, did not portray the woman as particularly shrill or nagging in nature. The Chair said the likely consumer takeout would be the man in the advertisement was lazy for not making the call himself rather than a negative reaction towards the female character.

While acknowledging the offence caused to the Complainant and their family, the Chair said in light of generally prevailing community standards, the advertisement did not meet the threshold to cause serious or widespread offence. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and therefore was not in breach of Basic Principle 4 or Rule 4 or 5 of the Code of Ethics or Basic Principles 4 or 6 of 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.

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.