

COMPLAINT NUMBER	18/398
COMPLAINANT	J. Pearce
ADVERTISER	Briscoes Group Ltd
ADVERTISEMENT	Briscoes Group Ltd, Television
DATE OF MEETING	26 November 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Briscoes shows a couple who had moved into new home inviting the family over for Christmas. The woman tells her mother “No, no, don’t you lift a finger.” However, the woman’s mother prepares lots of food as the woman unpacks and realises they may not have enough chairs and cutlery. The parents arrive at the house fully laden with food and chairs and the father hands his son-in-law a Briscoes catalogue. After a successful dinner another relative suggests doing it again next year. The Briscoes logo appears and a voiceover says “Christmas Stories are made at Briscoes.”

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

Complainant, J. Pearce, said: The latest Briscoes adverts seem to play on quite old fashioned sexism and gender roles, which should be discouraged. In particular, the whole advert seems to revolve around a man dismissively expecting a woman to bring him a coffee while he reads the newspaper and she prepares a full Christmas dinner on her own. She is too busy, but is ostensibly "saved" by Briscoes, personified as another woman. I feel this breaches section 1c of the ASA code and Briscoes should be discouraged from using this narrative in its adverts

The relevant provisions were Advertising Standards Code Principles and Rules - Principle 1, Rule 1(c);

The Chair noted the Complainant’s concern the advertisement was promoting outdated gender roles.

The Chair said the advertisement showed a young couple, keen to host the family Christmas in their new home but lacking much of the necessary furniture and accessories. The Chair considered it was not unusual for family members to help out at Christmas time. While the daughter initially tells her Mother she didn’t ‘need to lift a finger’ the reality was her Parents’ help was required to seat and feed the family.

The Chair said in her view, the general consumer takeout was unlikely to be the advertisement was sexist. She said the younger man is seen helping set the table and the older male brings furniture and food, as well as the Briscoes catalogue which he gives to his son-in-law to help sort out next year. The Chair said in her view the advertisement was more about the relationship between parents and their child than any gender inequality.

The Chair carefully reviewed the advertisement and noted there were no images of a man demanding coffee while he reads the paper as mentioned by the Complainant.

The Chair said the advertisement showed the Mother in the kitchen preparing food for Christmas which may be considered an outdated stereotype for some families. However, the advertisement overall was unlikely to cause serious or widespread offence and had been prepared and placed with a due sense of social responsibility to consumers and to society.

The Chair ruled there had been no breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

Therefore, 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.