

COMPLAINT NUMBER	19/083
COMPLAINANT	C Capstick
ADVERTISER	ASB Bank Limited
ADVERTISEMENT	ASB Bank Limited Television
DATE OF MEETING	25 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for ASB Bank shows scenes relating to home ownership including framing for a house, going to open homes and home renovation. The voice-over includes individuals and groups stating and repeating the following words. “Dear Lord, in the hurdles we face, give us a chance to progress, and when we win, let it be right or if we lose, let it be learned. Day after day, one step after another, until we own that home.” The advertisement ends with people chanting “own that home” and the ASB logo and the words “One Step Ahead.

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

Complainant, C Capstick, said: I wish to complain about the ASB banking add. It aired at 7.10 on 11/2/19 I think it was on T.V.1 It has been on the T.V. on a regular basis over the last 3 weeks. The way the add is made it sounds like a 'take off' of the Lord's prayer. I consider it offensive and demeaning to the Christian community. It sounds like a mockery of people's belief systems.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c).

The Chair noted the Complainant's concerns the advertisement was a parody of the Lord's prayer and offensive and demeaning to the Christian community.

The Chair said the ASB Bank advertisement culminated in a group of people chanting “Own that home” and those words and reference to a fixed interest rate of 3.95% for one year on screen.

The Chair said the advertisement had used individuals and groups to say and repeat lines with a cadence that could be considered similar to a prayer but could also be seen as a chant with no religious meaning. The Chair noted the scenes in the advertisement and the words related to buying a home.

While the Chair noted the Complainant's concerns, she said the advertisement did not reach the threshold to be considered offensive, taking into account the context, medium, audience and product.

In light of the above, the Chair said there was no apparent breach of the Advertising Standards Code.

Therefore, the Chair ruled that 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.