

COMPLAINT NUMBER	19/103
COMPLAINANT	J Burton
ADVERTISER	BCITO
ADVERTISEMENT	BCITO Television
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for BCITO (a provider of construction trade apprenticeships) shows the conversation between a family of four at breakfast time. The son says “I’ve got something to tell you... I want to be a tradie”. The parents are clearly not impressed with the announcement and the father says: “Why can’t you be more like Sarah?”. The son replies “What – ’30, living with her parents’?”

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

Complainant, J Burton, said: BCTIO uses degree shaming and targeted embarrassment of those who chose to get a degree by picturing them as unemployed 30 somethings living at home... Using shame tactics and embarrassment to push people into careers or foster regret has no place in on TV

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

The Chair noted the Complainant’s concerns the advertisement used shame tactics and embarrassment of those who chose to get a degree, to push people into careers or foster regret.

The Chair said from time to time scenarios portrayed in advertising do resonate with consumers for different reasons, and it would be difficult to mitigate this in every case. While the Chair agreed with the Complainant that using shame tactics and embarrassment to push people into careers is not appropriate, she does not believe that was the main focus of this particular advertisement.

The Chair said the advertisement is using humour and irony to promote the option of a career in the trade and construction sector. As part of this promotion, the advertisement alludes to the good prospects of gaining employment after achieving a trades qualification.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility and had not reached the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Code.

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.