

COMPLAINT NUMBER	19/257
COMPLAINANT	R Heaven
ADVERTISER	Momentum Life
ADVERTISEMENT	Momentum Life Television
DATE OF MEETING	22 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Momentum Life funeral insurance featured a couple in their own home talking about why they bought funeral insurance. The woman introduces the subject by saying “Now that the kids have left home, we’ve got our privacy back...” While both she and her partner appear to be naked, most of their bodies remain covered, as they go about their household activities. The woman says “I got cover for only \$5.99 a week...”

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

Complainant, R Heaven, said: Hello Everyone,

Just short and sweet so to speak, Do we really need such exposure to the “Senior” generation, and do we REALLY need to see women (perhaps) complying to this husbands fetish of being naked? Is this woman willing to be exposed OR just complying? Perhaps the “Me To Movement” could/would clarify.

What is this conveying to the younger generation, that this is what happens when you retire. Is this what a daughter must look forward to when she retires if her husband wants to be naked and so must she.

If this what stops parents letting their children go next door to their senior neighbours in case, they too go naked.

My short brief for this advert is such. Here we have a situation where this company and the advertising company believe they are so on to it yet in actuality they are so intelligent they in fact have two brains, one is lost, The other is out looking for it.

Words fail me given this is 2019!!

I did email the company and they removed the advert for several weeks but seems in their perspective the waters are calm enough to reinstate the advert.

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

ADVERTISING STANDARDS CODE

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c): Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt abuse or ridicule.

The Chair noted the Complainant's concerns about the nudity portrayed in the advertisement and the possibility some women might feel pressured by their husbands to be naked.

The Chair referred to a previous decision about the same advertisement, 19//049, which was also ruled No Grounds to Proceed.

In that decision the Chair said 'this advertisement uses humour, mild shock and a play on the word "cover" to convey its message. Although the couple both appear to be naked, they are mostly covered during the advertisement, and at no time is there any explicit nudity. The Chair said the advertisement is not targeted at children and was not playing during children's programming.'

Turning to the complaint before her, the Chair acknowledged the offence the advertisement had caused the Complainant.

However, taking into account the precedent decision, she said the advertisement did not reach the threshold to cause serious or widespread offence when taking into account generally prevailing community standards.

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.