

COMPLAINT NUMBER	19/345
COMPLAINANT	B Mayston
ADVERTISER	SKY Television
ADVERTISEMENT	SKY Sports Now, Television
DATE OF MEETING	16 September 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for SKY Sports Now shows an adult male arriving home on his bike to find his parents loading all his belongings into the car. The father says "Trevor, we've decided to go in another direction – You've been traded ...to the Millers at 42." The son asks who for and the mother replies "For Poppy, she's a labradoodle." The son is shown outside the neighbour's house with all his things and the parents are seen driving the dog Poppy in the car. The voiceover says "I know it's tough, but this is a really good trade. The team's found a better fit."

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

Complainant, B Mayston, said: With the high suicide rate in NZ and the prevalence of family violence we found this advert to be abhorant. To advertise a family abdicating from family responsibilities and love is anti NZ society.

We don't know why TV 1 accepted this advert for viewing.

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

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.

Rule 1(f): Violence and Anti-social Behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant's concern the advertisement is portraying a family abdicating its responsibilities to their child.

The Chair said the likely consumer takeout of the advertisement was it used the unrealistic scenario of swapping a son for a dog as an analogy for swapping SKY sports packages.

The Chair said the advertisement was hyperbolic, with the son depicted in the advertisement as an adult at least in his mid-twenties, who appears to be living in the parent's house much longer than normal while he 'finishes his album'.

While acknowledging the Complainant's genuine concerns, the Chair said the humorous and exaggerated nature of the advertisement means it did not meet the threshold to cause serious or widespread offence and it was not in breach of Principle 1 or Rules 1(c) or 1(f) 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.