

COMPLAINT NUMBER	19/438
COMPLAINANT	J Rueben
ADVERTISER	SKY Television
ADVERTISEMENT	Sky Sport, Television
DATE OF MEETING	18 November 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Sky Sport television advertisement shows a woman coming home to find the male of the house sitting on the couch where she left him and the washing up not done. She announces she is “subbing you out” and selects another male from a number sitting on ‘the bench’. The voiceover ends with the tagline “Life needs more sport”.

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

Complainant, J Rueben, said: The TV advert showed a Male being subbed out for a "better male" by what we can only assume is his wife or partner. If the genders were reversed here there would be an up roar. But it seems men are just have to put up with sexist behaviour or else they are being "too sensitive".

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

The Chair noted the Complainant’s concern the advertisement shows sexist behavior which would not be unacceptable if the gender roles were reversed.

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 said the advertisement uses humour by taking the sporting metaphor of subbing off players who are not performing and applying the same rule in a domestic environment.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the replacing of one house member for another in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair acknowledged the genuine concerns of the Complainant but said in this case, the scenario was less about the gender of the character making the “sub”, and more about a partner not pulling their weight with jobs around the house illustrating the tagline “ Life needs more sport”. The Chair said the threshold to cause serious or widespread offence had not been reached.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it was not in breach of 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.