

<b>COMPLAINT NUMBER</b>	19/443
<b>COMPLAINANT</b>	T Gojak
<b>ADVERTISER</b>	Michael Hill Jeweller
<b>ADVERTISEMENT</b>	Michael Hill Jeweller, Television
<b>DATE OF MEETING</b>	18 November 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Michael Hill Jeweller television advertisement shows a range of jewellery on sale and a voiceover states: “This year I am not going to eat my bodyweight in pavlova. But I am going to request my bodyweight in jewels. Yip that’ll nail it!”

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

**Complainant, T Gojak, said:** The advertisement by Michael Hill stated, “This year I won’t eat my body weight in Pavlova. But I will ask for my bodyweight in diamonds. Nailed it.” I found this offensive, and I regarded it as being in breach of Rule 1 (c) Decency and Offensiveness, in regards to gender. It was playing on stereotypes that women are meant to be ‘thin’, and ‘attractive’ and should not indulge in New Zealand’s favourite desert over the upcoming summer/Christmas period. This advertisement also suggests that in order for women to be happy, they need to receive ‘diamonds’ from those around them. This seems to be unreasonable and derogatory towards women. This advertisement is playing on unfair and derogatory stereotypes towards women. They should not have to feel pressure from advertisers to not be allowed to enjoy deserts over summer and that diamonds are the only thing that should make them happy. It is 2019, and these kind of stereotypes should not be acceptable to advertise.

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

**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 concern the advertisement was portraying derogatory female stereotypes.

The Chair said the advertisement used humour to acknowledge that Christmas is a time for indulgence and switched a hyperbolic food reference to a popular kiwi dessert to one involving jewellery.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the exaggerated reference to consuming pavlova and collecting jewellery 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, despite the Advertiser's use of a dated stereotype, the advertisement had not met the threshold to cause serious or widespread offence.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.