

<b>COMPLAINT NUMBER</b>	20/011
<b>COMPLAINANT</b>	A Veale
<b>ADVERTISER</b>	Fletcher Building Limited
<b>ADVERTISEMENT</b>	Fletcher Living Television
<b>DATE OF MEETING</b>	3 February 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Fletcher Living features well-known New Zealand comedian Pax Assadi in the role of stay-at-home Dad. “I’m so lucky I get to spend these years with the kids...I’m just so much more involved these days” he says, as he appears to be quite unaware of what the children are getting up to. “Yeah, everything’s better since we moved into our brand-new home.” The words “New homes so good, you won’t want to leave” appear on screen at the end of the advertisement.

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

**Complainant, A Veale, said:** Fletcher building has an advert on that is offensive and inappropriate. Portraying a stay at home dad who is reading, watching the clock and drinking tea, it’s a stupid and bad representation of a stay at home mum, even if it meant to be a joke it’s still offensive to anyone who is a stay at home mum and dad.

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

**The Chair** noted the Complainant’s concerns the advertisement was offensive and inappropriate.

The Chair said the advertisement is a playful reference to the role of the stay-at-home dad, with the suggestion that, in this case, he is really more interested in the new home than in interacting with the children.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether this humorous portrayal of a stay-at-home Dad 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 Advertiser’s humorous portrayal of a stay-at-home dad did not reach the threshold to cause serious or widespread offence. This is because the depiction is in the context of the message that Fletcher homes are so good, owners do not want to leave them to go out to work.

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.