

COMPLAINT NUMBER	20/069
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Finish Television
DATE OF MEETING	9 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Finish dish washer cleaner includes a brief shot of a child sitting on a kitchen bench next to a dish washer, as an adult is mopping the kitchen floor.

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

Complaint: This evening during TV One news, at 6.17pm during an advertisement break Finish dishwash tablets advertisement featured a child sitting on a kitchen bench next to the dishwasher. This is against Tikanga, maori protocol. As putting bottoms, feet and hats where food is prepared, served or eaten is offensive.

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 concerns the advertisement was in breach of tikanga (Māori customary practices or behaviours) because it featured a child sitting on a kitchen bench, a surface where food is likely to be prepared.

The Chair referred to a precedent decision 16/207, which was also ruled No Grounds to Proceed. In that decision rugby player Ben Smith pops out of a packet of rolled oats and lands on the kitchen bench.

Turning to the complaint before her the Chair considered the relevant context, medium, audience and product.

The Chair acknowledged the importance of tikanga in the New Zealand cultural context. The Chair also acknowledged the diversity of different cultural practices and influences which exist in New Zealand society.

The Chair said the Advertiser is an international company and it is likely the advertisement was filmed overseas. The Chair noted the scene which is the subject of this complaint was set in what appeared to be a private family kitchen and there was an adult present.

The Chair said that while having a child sitting on a kitchen bench would be culturally offensive in certain contexts, the advertisement did not reach the threshold to be considered likely 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.