

COMPLAINT NUMBER	20/105
ADVERTISER	Mike Pero Real Estate
ADVERTISEMENT	Mike Pero Real Estate, Television
DATE OF MEETING	23 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Mike Pero Real Estate features Mike Pero as he goes about his job as a real estate agent.

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

Complaint: MIKE PERO ADVERTISING contains or reflects racist notes with all WHITE PEOPLE in the tv ad and no other ethnicity given new Zealand today is a multi-cultural society. Ad seen was today at 6:55am TV3.

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 that there was a lack of diversity in the Mike Pero television advertisement.

The Chair noted that Mike Pero himself features in the advertisement and he has Rarotongan heritage.

The Chair said there is no requirement for advertisements regarding the representation of different cultures and this decision is the prerogative of the Advertiser.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether an advertisement was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said the advertisement did not breach 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.