

<b>COMPLAINT NUMBER</b>	20/116
<b>ADVERTISER</b>	OneChoice
<b>ADVERTISEMENT</b>	OneChoice, Television
<b>DATE OF MEETING</b>	30 March 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The OneChoice life insurance television advertisement promotes its life insurance policy through a scene at a stag party where the groom is told about the benefits of a life insurance policy through OneChoice. The man speaking states “you’re about to be a family man - wife, house, sprogs, the whole shebang.”

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

**Complaint:** I find it offensive to hear the word sprogs used. If i heard someone say that i would be offended. I think it is mean demeaning offensive unnecessary in the 21st century. Go home and ask yr partner how are the sprogs and let me know what happens. Please remove the add.

**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 word “sprogs” is offensive.

The Chair said the origins of the word “sprogs” was as a military term for new recruits. The Chair said in more recent times the term was used as a slang word for children. The Chair said the word was not used in derogatory way in the context of the advertisement.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the use of the word “sprogs” 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 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 did not reach the threshold to 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 calendar days of receipt of this decision.