

COMPLAINT NUMBER	20/133
ADVERTISER	OneChoice
ADVERTISEMENT	OneChoice Television
DATE OF MEETING	14 April 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for OneChoice life insurance features a group of women attending a baby shower. One of the guests makes a speech and a toast to the mother-to-be. Her speech includes the following: "...Betsy bubble your little peanut is going to need protecting no matter what happens in life, that's why life insurance with OneChoice is such a fab idea... when the time comes your family may get an advanced pay-out for your funeral costs...". The advertisement ends with the voiceover "Help your family tomorrow by calling OneChoice today. Call 0800 005 814 or visit onechoice.co.nz".

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

There were two complaints about this advertisement:

Complaint 1:

I'm writing to complain about a OneChoice insurance advertisement currently running on radio and TV that is exceptionally denigrating to women and society as a whole in terms of perpetuating stereotypes and preying on the less advantaged.

YouTube link: <https://www.youtube.com/watch?v=JI4BoA0KIGA>

It appalls me that that in 2020 we continue to be subjected to the stereotype of simpering women. In NZ we have countless examples of strong women; this ad is an insult to our heritage and our future.

Moreover, apart from its toe-curling cringeyness, the ad preys on the concerns of pregnant women by suggesting that families will get a massive payout and funeral expenses upon death. What? After dying in childbirth? After paying insurance for 50 years? Not only is this a totally inappropriate message given the age and obvious health of the actors featured in the ad, but the ad is also clearly aimed at a demographic that may not even be able to afford insurance potentially inciting even more concern.

The ad is predatory, sexist and an insult to society.

Please can you do what it takes to have the ad rescinded ASAP.

In my view, OneChoice should be fined for offence to society.

Complaint 2:

This ad is offensive and sexist. Belittling women questioning women's judgement. Inappropriate stereotyping

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 Complainants' concerns the advertisement was sexist, offensive and preyed on the concerns of pregnant women.

The Chair acknowledged that the suggestion that a mother-to-be might not live to see her child grow up is not typically the subject of a toast at a baby shower. The Chair said while this suggestion might be distasteful to some viewers, it is relevant to the product being advertised, which in this case is life insurance.

The Chair said the mother-to-be appears appreciative about the efforts her friends have gone to in organising the baby shower. The friend who makes the speech about life insurance does not come across as "simpering" or easily dominated.

The Chair said while she acknowledges the concerns expressed by the Complainants, the advertisement did not reach the threshold to be considered indecent, exploitative or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and 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.