



COMPLAINT NUMBER	20/225
ADVERTISER	New Zealand Seniors
ADVERTISEMENT	New Zealand Seniors Television
DATE OF MEETING	15 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The voiceover for the New Zealand Seniors television advertisement includes the following: "New Zealand, sometimes we do things we don't feel good about – like when you forget to separate your whites from your colours. But there's one choice that'll definitely make you feel good, getting your funeral insurance sorted now..." The advertisement is in a cartoon style and shows red and white laundry being put together into a washing machine and coming out pink. The imagery of laundry is used throughout the advertisement.

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

There were two complaints about this advertisement.

Complaint 1: The advertisement was advertising funeral insurance. As a reminder to potential clients . It showed a washing machine and Stated , "dont forget to separate whites from coloureds, other wise you will have problems ." The cartoon image was that of all the washing being pink ..then it spoke about funeral insurance coverage ... I see this advert as being racist . I see it as subliminal but blatantly so . As a dog whistle blow to white potential clients that white people live longer and we can treat you better than the others .that we support your racist view... this advert is worse than bad taste especially at this time when there is world upheaval over the death of George Floyd whose funeral was held today and was on the news item that preceded the advert .I am dismayed that TV1 allowed this add to be played , as it displays and reflects the underlying racism of TV1 , the advertiser , and some of the people of NZ. This advert appeared to be affirming and encouraging Racism , and at the most inappropriate time . All those involved in the production of this Advert and the putting of it to air must be held to account

Complaint 2: This ad states "if your like me and forgot to seperate your whites from your colours" I find this statement unnecessary and think that it shows racist. under tones and makes me feel ill.

Complainant

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 racist.

The Chair acknowledged that the global protests following the death of George Floyd occurred at the same time this advertisement was played and may have influenced the way this advertisement has been received. The Chair noted that George Floyd, an African American, died as he was being arrested by police officers in Minneapolis, USA, on 25 May 2020.

The Chair said it is probable that the concept for this advertisement, which the Complainants saw on 5 and 6 June 2020, would have been created before the death of George Floyd. The Chair said the likely consumer takeout of the advertisement, when considered outside the context of the recent global protests, is: Sorting your funeral insurance will help you feel good. The Chair said the metaphor of mixing up the laundry and mistakenly making all the clothing pink is designed to be a humorous reference to the value of “sorting” things ahead of time.

The Chair said while she acknowledged the phrase “...separate your whites from your colours...” could be interpreted as having racial undertones, she did not believe this was the intention or the likely consumer takeout in this case.

The Chair said the advertisement did not reach the threshold to cause serious or widespread offence 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.