

<b>COMPLAINT NUMBER</b>	20/226
<b>ADVERTISER</b>	Fletcher Living
<b>ADVERTISEMENT</b>	Fletcher Living, Television
<b>DATE OF MEETING</b>	31 August 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Fletcher Living television advertisement promotes new Fletcher built homes. The advertisement shows comedian Pax Assadi, talking about his wife’s surprise that he wanted to be a stay-at-home dad. The advertisement shows Pax testing the kitchen drawers and on his hands and knees checking the texture of the floors in their new home. The tagline at the end of the advertisement is: “Fletcher Living: Homes so good you won’t want to leave.”

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

**Complaint:** The ad is insulting to women, and pokes fun at men choosing to be a ‘stay-at-home dad’. The line starts with the man saying "my wife was really surprised that I wanted to be a stay at home dad". Why should a woman be surprised by her partner choosing to stay at home? All new parents have to make the difficult decision about who stays home; the ad is misogynistic and assumes it should automatically be the woman. The main actor’s sarcastic tone suggests the only reason why men should be stay-at-home dads is by being in a Fletcher brand new home. This is 2020 - the message is completely unacceptable, and insulting.

**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 insulting to women and pokes fun at stay-at-home dads.

The Chair acknowledged society had moved on from traditional roles for women and men regarding work and home, but she said comedian Pax Assadi was describing his wife’s reaction to his choice to be a stay-at-home dad.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the advertisement 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 advertisement did not reach the threshold to cause serious or widespread offence. This is

because the context for the statement is a person's reaction which is in line with the tagline that Fletcher homes are so good, owners do not want to leave them to go out to work.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.