

COMPLAINT NUMBER	20/403
ADVERTISER	Brother NZ
ADVERTISEMENT	Brother NZ, Television
DATE OF MEETING	29 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Brother television advertisement promotes the Brother Call Centre 24/7 support as a benefit of buying Brother products. The presenter is in the call centre at 3.27 am with other staff dealing with calls from customers. The advertisement says the Brother team are waiting to receive your call and are there to help in an instant when you may need help with your printer for last minute assignments or late nights at work.

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

Complaint: This is a racist ad. Everyone is white there are no people of colour what so ever. They also make an effort to say they have a no (sic) based contact centre. But the majority of people in NZ aren't white with blonde hair. Disgusting ad and allowing it is allowing people to exclude people of colour and is putting hate on those who work in contact centres with a different accent.

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 advertisement does not reflect the different ethnicities in New Zealand in 2020 and appears to "exclude people of colour" and "is putting hate on those who work in contact centres with a different accent."

The Chair requested information from the Advertiser about the advertisement and she noted its response said in part:

"Of the 10 talents featured in our ads, only 4 identified as Pakeha. 4 of our talents identified their ethnicity as Russian, Irish, Spanish and Chinese American. The remainder identified as a New Zealander. ..."

In respect of the commentary around "accents", it is quite unusual to associate the use of the phrase "NZ based helpdesk" to the exclusion of people with accents. We advertise our NZ based helpdesk so our customers can see our Brother helpdesk agents are uniquely familiar with the NZ business, social, geographic and economic landscape. We value our local Helpdesk team and see it as an asset to Brother that we employ New Zealand staff to help New Zealand customers."

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the talent used in the advertisement or the emphasis on the New Zealand Call Centre was likely to cause serious or widespread offence, in light of generally prevailing community standards.

In assessing whether there is a possible breach of the Advertising Standards Code, the Chair referred to the complaint, the advertisement, and the preliminary comments from the Advertiser. The Chair noted there is no requirement for advertisers to feature a range of ethnicities living in New Zealand society in advertisements. The Chair confirmed the way the Advertiser promoted its New Zealand-based call centre to its customers was not likely to cause serious or widespread offence to most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.