

COMPLAINT NUMBER	20/438
ADVERTISER	ASB Bank Limited
ADVERTISEMENT	ASB Bank Limited, Television
DATE OF MEETING	6 November 2020
OUTCOME	Settled – advertisement removed

Advertisement: The ASB Bank television advertisement shows a mixed-race couple arriving to view a house for sale. As they walk up driveway, the next door neighbour, who is standing at the window wearing a Scottish kilt, begins to play the bagpipes loudly. The couple back away from the house and the bagpiper smiles wryly. The couple return to their car and drive away saying "Bagpipes!"

The Chair ruled the complaints were Settled.

Complaint: Advert shows a mixed race couple driving to look at a potential house they want to buy. Onwalking up the driveway a Scotsman starts playing his bagpipes in a window overlooking the driveway. They back away and he stops playing a smirk on his face. While it may not have intended to appear he was not wanting the Maori/ Pacific Island man living next door it certainly came across that way. I found it quite uncomfortable to watch and my husband who is Scottish was also offended by the stereotyped Scotsman

The Chair acknowledged there were seven additional complaints submitted for this advertisement which raised similar concerns.

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 culturally insensitive to Scottish people and could be promoting racism against mixed-race couples.

The Chair accepted the complaints to go before the Complaints Board for adjudication as to whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaints, the Advertiser removed the advertisement and agreed to not use it again in its current form.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaints **Settled – advertisement removed**

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.