

<b>COMPLAINT NUMBER</b>	20/526
<b>ADVERTISER</b>	AA Insurance
<b>ADVERTISEMENT</b>	AA Insurance Television
<b>DATE OF MEETING</b>	19 October 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The AA Insurance television advertisement shows a dinosaur and a unicorn chasing and playing around the inside of a house. As the dinosaur's tail knocks over a glass pineapple object it is revealed that the unicorn and dinosaur were in fact a father and daughter playing make-believe games. The father, with a sink plunger on his head, catches the glass pineapple just in time, to prevent it landing on the floor. The advertisement ends with the voiceover "AA Insurance covers the things you care about, so you can live a little freer".

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

**Complaint:** Hello Authority ,I am surprised that this ad for the AA Insurance company is still showing .Every time I see it ,cannot understand how it was thought ok .The father is wearing the toilet plunger on his head ,very near the daughters'face/eyes .Just the right size to cause damage to her face /eyes .Seems very strange not been pulled off TV. It makes me worried that this would copied .Thinking about emailing my concerns for some time

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);**

#### **ADVERTISING STANDARDS CODE**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(e) Safety:** Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

**The Chair** noted the Complainant's concerns the advertisement contained an unsafe activity.

The Chair said the advertisement was portraying a playful interaction between father and daughter, which nearly resulted in a glass object being broken. The Chair said the purpose of the advertisement was to show that accidents can happen in everyday life, when you least expect them, and that's why having insurance cover is important.

The Chair said the father's dress-up costume, which included the plunger attached to his forehead, did not appear to be dangerous in the advertisement. The father was portrayed as clearly looking out for his daughter's safety, by preventing the glass object from getting broken.

While acknowledging the genuine concerns of the Complainant, the Chair said the advertisement did not reach the threshold to encourage a disregard for safety.

The Chair ruled the advertisement did not breach Principle 1 or Rule 1(e) 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.