

COMPLAINT NUMBER	20/030
ADVERTISER	Craigs Investment Partners
ADVERTISEMENT	Craigs Investment Partners, Television
DATE OF MEETING	27 November 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Craigs Investment Partners television advertisement shows a young girl dancing with music playing in the background. The advertisement says "from ballet lesson to university funds, everyone's investment stories are different."

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

Complaint: I am extremely concerned about an ad that has just aired a few minutes ago. It showed, in my opinion, an image of a young girl in provocative/sexualised style. I think this ad should be removed from T V in order to keep children safe in every sense of the word.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(d);

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.

Rule 1(d) Exploitation of Children and Young People: Advertisements must not portray or represent anyone who is, or appears to be, under 18 years old in any way that is exploitative or degrading or inappropriate for their age.

The Chair noted the Complainant's concern the advertisement used a sexualised image of a child.

The Chair carefully reviewed the advertisement and said in her view, the likely consumer takeout of the advertisement was a child performing ballet and engaging with the camera. The Chair said the advertisement did not portray the child in a gratuitous or salacious manner, nor was there anything depicted in the advertisement which was inappropriate for the child's age.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of imagery in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for 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 Rules 1(c) and 1(d) 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.