

COMPLAINT NUMBER	20/516
ADVERTISER	AMI Insurance
ADVERTISEMENT	AMI Insurance Radio
DATE OF MEETING	14 December 2020
OUTCOME	No Grounds to Proceed

Advertisement: The voiceover for the radio advertisement for AMI Insurance said “...One day when TV was swept up by unfamiliar gloved hands, TV welcomed the opportunity to travel. When your TV unexpectedly walks out the door, it’s nice to have someone on your side. AMI – on your side.”

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

Complaint: Hello, I think the AMI Insurance advert about a TV looking for adventure and relishing the idea of travelling with unknown pair of hands (ie being burgled) is offensive to anyone who has gone through that experience, as the advert is portrayed in a fairytale manner - ie twinkly music and a narrator akin to telling a fairy tale. I think it is highly inappropriate, tasteless and insensitive and belittles the trauma of burglary and it is suggestive that burglary is ok and ok in this 'fairy tale' world. As a former member of the police - it is not a fairy tale for those burgled. I hope these comments are appreciated.

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 was offensive.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the reference to a stolen TV welcoming “the opportunity to travel”, in this context, was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair acknowledged the distress that burglary can cause to those affected by it. The Chair said the advertisement introduced a humorous approach to an unpleasant subject, in the context of promoting insurance cover.

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 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.