

<b>COMPLAINT NUMBER</b>	21/002
<b>ADVERTISER</b>	Partners Life
<b>ADVERTISEMENT</b>	Partners Life, Television
<b>DATE OF MEETING</b>	18 January 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Partners Life television advertisement promotes their life insurance policies. The advertisement shows a cartoon version of Humpty Dumpty falling off the wall, breaking open and being unable to be revived. The advertisement's story teller explains that Humpty had no life insurance which left his wife with a financial burden.

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

**Complaint:** I find the humpty advert bad taste - partners life are a wonderful company but I hate the advert as humpty falls into pieces- his yolk gets pumped out while CPR is being performed then he's just in a bag - perhaps people with a recent death might find this upsetting,

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

**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(g) Fear and distress:** Advertisements must not cause fear or distress without justification.

**The Chair** noted the Complainant's concern the advertisement showing the demise of the Humpty Dumpty egg could be upsetting to viewers dealing with a recent bereavement.

The Chair carefully reviewed the advertisement and said that while she understood the subject of death could be confronting to some viewers, particularly those who are recently bereaved, the Advertiser had tried to approach the promotion of life insurance in a light-hearted manner.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of a cartoon nursery rhyme to promote life insurance 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 was socially responsible, taking into account context, medium, audience and product and was not in breach of Principle 1, Rule 1(c) and Rule 1(g) 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.