

COMPLAINT NUMBER	20/595
ADVERTISER	Smiths City
ADVERTISEMENT	Smiths City, Television
DATE OF MEETING	26 February 2021
OUTCOME	Settled- advertisement removed

Advertisement: The Smiths City television advertisement shows a family gathered for Christmas opening presents. A man leads his partner into the kitchen and reveals he has bought her a fridge. Disappointed, the woman reacts angrily, waving an electric knife around. Upon opening the fridge she sees he has bought her a number of thoughtful gifts including an engagement ring.

The Chair ruled the complaint was Settled.

Complaint 1: Their current Ad show a couple in the kitchen, where the woman is verbally abusing her partner while others are in the living room. She then threatens his with an electric knife...those that are in the living room are down playing the DV that can be heard. The woman then opens the fridge to find an engagement ring, where she suddenly turns nice.

This Ad portrays DV towards men as a joke and the fact that it is so widely accepted by those in the living room as they didnt step in to break it up or intervein shows this. DV towards anyone is no ok, and advertisers need to understand that DV is not a joke and this Ad could trigger an reaction by many men that have been on the receiving end.

Is this Ad continues you are condoning DV towards men

Complaint 2:

While watching the news at 6 on 30 Nov the Smith City advert appeared. The advert is portrayed in Christmas cheer, but within its content is a more serious and sinister activity which is disturbing. The woman in the advert takes a knife to her male partner in anger, waving it threateningly in his face. This is the full appearance of domestic violence to threaten another in a relationship, yet herewith an attempt to disguise in laughter and a surprise. Lets reverse the scene. If this had been the man waving the knife to the female, how would this be viewed by your or viewers? I Suggest it would be immediately withdrawn. However, could it be viewed that TVNZ and All networks in this case, give blind/tacit consent to the aspect of any potential domestic violence situation in this advert under the guise of Christmas cheer?

I suggest that it is a provocative action, one in which many find themselves (in DV situations) and is most certainly not suitable for airing on TV. A child in the room could see the inappropriateness of this gesture with the knife to the man. Can I ask that ASA review the appropriateness of this advert. Smith City might see this as humour, but to someone in a DV situation would not see it as funny.

I request its immediate withdrawal.

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

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(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainants' concerns the advertisement condoned domestic violence against men.

The Chair accepted the complaints to go before the Complaints Board to consider 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 confirmed it will not be used 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.