

COMPLAINT NUMBER	21/254
ADVERTISER	Flight Centre (NZ) Limited
ADVERTISEMENT	Flight Centre, Television
DATE OF MEETING	17 May 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Flight Centre television advertisement begins by saying, “There’s nowhere we haven’t been.” The advertisement then shows uniformed staff super-imposed into a number of destinations such as Africa, at the summit of a mountain, dancing in a city, at a beer festival and at the bottom of the ocean. Each time the Flight Centre employee says “Been there.” The text and dialogue at the end of the advertisement says, Flight Centre, Experience our experience.”

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

Complaint: The flight center commercial shows many actors playing pilots at various events around the world. One scene shows a pilot in uniform at a beer fest with beer stein full of beer.

A pilot drinking alcohol in uniform is a sackable offence. This commercial is insulting to the profession of pilots who uphold strict standards.

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

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 Complaint was concerned the advertisement showed a pilot drinking alcohol which was unsafe and insulting to the profession.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was that Flight Centre staff have travelled all over the world and therefore have the experience to assist with organising customer’s travel requirements.

The Chair said the Advertiser’s technique of superimposing its staff members into different holiday destinations such as on top of a mountain and under the sea were clearly hyperbolic. The Chair said it was not ideal that the uniformed pilot is shown with beer in his hand, however she said the image was a reference to the staff travelling to destinations with beer festivals rather than encouraging inappropriate drinking while on duty.

While the Chair acknowledged the genuine concerns of the Complainant, the Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(e) of the Advertising Standard 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.