

<b>COMPLAINT NUMBER</b>	21/458
<b>ADVERTISER</b>	BCITO
<b>ADVERTISEMENT</b>	BCITO, Television
<b>DATE OF MEETING</b>	21 September 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The BCITO television advertisement is formatted as a documentary and shows a father coming to terms with his son becoming a tradesman. It begins by showing the parents "interviewed" and the father saying, "it's a phone call every parent dreads". The advertisement cuts to a shot of the father receiving the call. He drops the phone and says, "it's Michael... he's... qualified". The advertisement then shows the father dealing with the news - throwing his son's clothing out of the window, pushing his ice cream into a promotional poster, kicking a traffic cone at a building site. After talking with a man in a high-vis jacket, he comes back into the house, hugs his son and says "I just needed a bit of time". The advertisement shows the text "The trades won't hold them back. Will you?", and then ends with the BCITO logo and URL, with the text "Trade up to a construction apprenticeship".

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

**Complaint:**

After seeing this advert, now more than once, that starts with " the call every parent dreads " type is completely unacceptable!!!

I have had that phone call and its disgusting to see a company , promoting trades and apprenticeships, start an ad that way.

Unless you have had that phone call to say a child was killed by a drunk driver by police , then you have absolutely no concept of I and no doubt others go through , when that ad and that opening statement comes on , its just to promote trades ?????

This has to be removed and ad changed

This is the link off their facebook page - so you can see the ad itself and start of it - its just totally unacceptable and bordering on click bait -

[https://business.facebook.com/BCITO.org.nz/?\\_\\_tn\\_\\_=kC-R&eid=ARCQwk78GB0B80DAWN3mJM0hKzZLb8CSm69ArM600RjzuzvQnB9vGyJq3xaxZOxc6cp5FjIHajuKYCZN&hc\\_ref=ARRWK2cErXacUn0aGs0cQavQVzxrIXODQFOjeUM0bUcU5zh2cQY9-p5GuoDOOabokiY&fref=nf&\\_\\_xts\\_\\_%5B0%5D=68.ARB-q5v1\\_ts8OLp5cpUnADC\\_P5\\_3v4vzfD75x6pCXpERkn\\_An-QSAyxOqkFStp15MKJqJ8gKU-Cz4xe9eSQnuDCkcTyz-CenD2KT\\_36WLwLafLoOU9lrq2qeLH9aE8jjV2NTYrJLgYPHy1YOoRYogj\\_PNqd0mHkrlrLXzXb\\_70OIssjEbjy7TOK86llpzW75qB7MfCDlnBLkazeuER9aIP-aR\\_gABqyhnZdz-zulKVbKwfmkRRRemQGrZOYERFoMDvZFuFGZapznb1eBN9GcFZKzXwxMoW\\_\\_gBhsSAML8fWV35TEdVUQUYnpNbCbYd9pJ26HIErXMv5GG\\_63\\_sowzl](https://business.facebook.com/BCITO.org.nz/?__tn__=kC-R&eid=ARCQwk78GB0B80DAWN3mJM0hKzZLb8CSm69ArM600RjzuzvQnB9vGyJq3xaxZOxc6cp5FjIHajuKYCZN&hc_ref=ARRWK2cErXacUn0aGs0cQavQVzxrIXODQFOjeUM0bUcU5zh2cQY9-p5GuoDOOabokiY&fref=nf&__xts__%5B0%5D=68.ARB-q5v1_ts8OLp5cpUnADC_P5_3v4vzfD75x6pCXpERkn_An-QSAyxOqkFStp15MKJqJ8gKU-Cz4xe9eSQnuDCkcTyz-CenD2KT_36WLwLafLoOU9lrq2qeLH9aE8jjV2NTYrJLgYPHy1YOoRYogj_PNqd0mHkrlrLXzXb_70OIssjEbjy7TOK86llpzW75qB7MfCDlnBLkazeuER9aIP-aR_gABqyhnZdz-zulKVbKwfmkRRRemQGrZOYERFoMDvZFuFGZapznb1eBN9GcFZKzXwxMoW__gBhsSAML8fWV35TEdVUQUYnpNbCbYd9pJ26HIErXMv5GG_63_sowzl)

you will see others feel the same on the comments section so do something about it and you now have an official complaint to deal with!!

**Complaint 2:**

<https://www.youtube.com/watch?v=N9YdpqYhRe8>

The advert has a strong suggestion of receiving a call of bad news about a child, in the advert the Actor says something along the lines of "its a phone call a parent does not want to receive" the suggestion being they had been in an accident or died. It is distressing to people that have experienced that phone call. in the advert it is merely to advise their son has qualified as a tradesperson.

To compare the grief of a call in this way is insensitive and stressful to people that have lost loved ones and had that call. Further adverts in the serious suggest that the Father is disowning his son for announcing he wants to become a tradesperson the connotations are that the son is "coming out" and suggests the father is appalled by his comments and wishes to not have him living under his roof, throwing his clothes from the window and further comment around "Phillps screwdriver" add to the insult. Young people trying to come to terms with sexuality and talking to their parents is harmful with advertising using them as a stereotype scapegoats and is used with a negative approach to dealing with young peoples issues.

**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 Complainants were concerned the advertisement trivialised receiving a phone call giving bad news, which would cause offence to those who had experienced such an event.

The Chair acknowledged the offence the advertisement has caused the Complainants and others.

The Chair referred to a number of previous Rulings (11/722, 13/456 and 14/551) from people who had made similar complaints about advertisements after other real-life events such as the Christchurch earthquakes and fatal car accidents.

Those Rulings acknowledged the trauma that many people have experienced and the distress certain scenes in the advertisements had caused them. However, they had all been ruled No Grounds to Proceed as any unintended similarity in an advertisement to a real-life event while unfortunate, did not reach the threshold to cause widespread offence or breach the Advertising Codes.

Turning to the complaints before her, the Chair said from time-to-time scenarios in advertising do resonate with consumers, for tragic reasons and it would be difficult to mitigate this in every case.

The Chair was required to consider the context of the scene in the advertisement. She said it almost immediately becomes apparent the "dreaded" phone call is from the man's son, not an emergency service. The Chair said this was likely to be the consumer takeout for most viewers. The Chair acknowledged using this scenario in the context of an advertisement challenging parents not to apply out-of-date stereotypes to careers in trades was offensive to the Complainants.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the scene in the advertisement pretending to be a "dreaded phone call", was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair said while she noted the sincere concerns of the Complainants, the advertisement did not reach the threshold to be likely to cause serious or widespread offensive, taking into account the context, medium, audience and product and was not in breach of Principle 1 or Rule 1 (c) of the Advertising Standards Code.

The Chair noted that Complainant 2 had raised an additional concern about the advertisement having connotations of the son “coming out.” The Chair said this issue was the subject of Decision 21/495 and would be sent to the Complainant separately.

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

**Chair’s Ruling:** Complaints **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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.