

COMPLAINT NUMBER	21/460
ADVERTISER	Unicef NZ
ADVERTISEMENT	Unicef NZ Television
DATE OF MEETING	21 September 2021
OUTCOME	No Grounds to Proceed

Advertisement: The UNICEF television advertisement encourages viewers to make a donation to UNICEF. The advertisement shows a montage of different people looking directly at the camera - a woman between shelves in a library, a man with his dog on the street, a woman holding a baby, etc. The voiceover, a child's voice, asks the viewer, "When was the last time you thought about you? Not what you do or don't do, but what you *could* do?". The advertisement ends with the UNICEF logo, URL and underlined text "Please donate now."

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

Complaint: I wanted to flag an issue with the UNICEF advert on the tele. There is a small child commentating about "what you do" with an image of someone working or "what you don't do" with an image of a mother and a baby... I understand that they are probably comparing employed work to unemployed work, but as mother of a small baby and understanding the stigma that comes with being Mum at home I think it is inaccurate to suggest in any way that Mums aren't doing anything.... especially as it's a 24/7. Thanks for considering my concerns.

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 suggests that being an at-home mother is not work.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of different images of people in different roles, combined with the voiceover "Not what you do or don't do, but what you *could* do" 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 likely consumer takeout of the advertisement was the advertisement was appealing to a wide range of people in society, all doing different important roles, and asking

them to consider making a donation to UNICEF. The Chair said she did not think the advertisement was implying that at-home mothers “aren’t doing anything”.

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 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.