

COMPLAINT NUMBER	18/379
COMPLAINANT	C Harper
ADVERTISER	Bayleys Real Estate
ADVERTISEMENT	Bayleys Real Estate, Television
DATE OF MEETING	12 November 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Bayleys television advertisement shows a teacher demonstrating a supply and demand graph at the front of a classroom. The teacher says “If we continue to decrease supply, prices will continue to rise.” A pupil raises his hand and says “Surely that only holds true if demand hasn’t been artificially restrained?” The teacher looks taken aback by the answer and says it is a good point, while two girls whisper to each other that the pupil’s father works for Bayleys.

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

Complainant, C Harper, said: Bayleys advertisement seen at 7.15pm on 30th September 2018 during Seven Sharp on TV3 (and at various other times)

I think this advertisement denigrates teachers by making the teacher look stupid to the students. The students are simply scoring points - and clearly setting out to make the teacher uncomfortable. The relevance of the point being made in the "story" to Bayleys is obscure. However, the real issue is that - just when we need to recruit and retain teachers - we are prepared to make them look foolish in front of a class.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4

The Chair noted the Complainant’s concern the advertisement denigrates teachers by showing a teacher being belittled in front of a class.

The Chair said the likely consumer takeout of the advertisement was that due to the profession of his father in real estate, the pupil challenging the teacher had specialist knowledge about the housing market. The Chair said it is not unreasonable for the pupil to wish to add this information to the classroom discussion. She said that although the teacher did seem initially thrown by the pupil’s input, he goes on to praise the pupil for making a good point and continues on with the lesson. The Chair also considered the illustration was intended to be light-hearted.

While the Chair acknowledged the concerns of the Complainant, the point raised by the pupil was in context and presented in a respectful way which did not reach the threshold to breach Basic Principle 4 or Rule 4 of the Code of Ethics.

Therefore, 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 days of receipt of this decision.