

COMPLAINT NUMBER	19/107
COMPLAINANT	C Brown
ADVERTISER	Real Estate Authority
ADVERTISEMENT	Settled.govt.nz, Digital Marketing
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The digital marketing advertisement for Settled.govt.nz, promoted a service designed to help with the house buying process and shows a man and woman dressed in bubble wrap. The woman explains that “These help with the stresses and pressures of buying our first home.” They are shown the application by another character who says “OK, so it’s a bit like settled? It’s a site which tells me what to look out for and gives me all the tools and information I need to help keep on top of the pressure.” The woman rolls her eyes and pops one of her partner’s bubbles on the bubble wrap.

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

Complainant, C Brown, said: The advertisement showed an assault and domestic violence.

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

The Chair noted the Complainant’s concern the advertisement showed an assault and domestic violence.

The Chair carefully reviewed the advertisement and said the premise behind the narrative was that using the Settled.govt.nz site will make the house buying process less stressful.

The Chair said the advertisement used exaggerated imagery with the couple ‘dressed’ in bubble wrap as an effort to provide an outlet for the stress that the house buying process was causing them. The Chair noted the characters are shown popping each other’s bubble wrap during the course of the advertisement.

The Chair said the general consumer takeout of the advertisement was unlikely to be that it was depicting violence or physical force intended to hurt. The Chair said the scene subject to complaint is brief and while it shows the woman looking annoyed, her actions did not reach the threshold to be seen to encourage or condone violent behaviour.

While the Chair noted the offence the advertisement had caused the Complainant, she said the advertisement had not breached Principle 1 or Rule 1(f) of the Advertising Standards Code and ruled the complaint had no grounds 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.