

COMPLAINT NUMBER	19/116
COMPLAINANT	H Todd
ADVERTISER	BCITO
ADVERTISEMENT	BCITO Television
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for BCITO (a provider of construction trade apprenticeships) shows the conversation between a family of four at breakfast time. The son says “I’ve got something to tell you... I want to be a tradie”. The parents appear to be disappointed by the announcement. The advertisement ends with the text “Trade up to a construction apprenticeship.”

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

Complainant, H Todd, said: Have seen this ad many times but on Television One at approx 8-45 during The Breakfast show. The Advertisement is for BCITO TRADIES AD, about a young man wanting to go into a trade and be a builder. The parents mock him, more or less saying this is not a proper job. We need young people male and female, for all the building that is going on currently. I find this ad insulting to the people who are in the building trade. They work hard and it takes time to learn a trade. Some people already look down on them, and I think that the ad is just making it worse. Don't insult people to get a laugh. We have a young man in our family, who works so hard building, He said people often look down on them. We have so much unemployment, so encourage rather than belittle them. I think this ad is very insulting, Not encouraging young people to go into trade.

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

The Chair noted the Complainant’s concerns the advertisement is insulting to people in the building trade.

The Chair said the advertisement is using humour and irony to promote the option of a career in the trade and construction sector.

The Chair said while the young man’s parents don’t appear to approve of a trades career for their son, the advertisement implies a career in construction is a good thing. This is expressed by the suggestion that there are good employment prospects in the trades sector. The text at the end of the advertisement “Trade up to a construction apprenticeship” also implies a career in the trades sector is a “step up”.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility and had not reached the threshold to breach 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 via email or letter within 14 days of receipt of this decision.