

COMPLAINT NUMBER	19/252
COMPLAINANT	J Reed
ADVERTISER	1 Cover NZ Limited
ADVERTISEMENT	1 Cover Television
DATE OF MEETING	22 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for 1 Cover Travel Insurance shows a group of people dancing as they wait for the flat tyre to be replaced on their airport bus. Immediately before the advertisement ends two flight attendants kick one leg high in the air, briefly revealing their black underwear. The advertisement ends with the text “1 Cover Travel Insurance – Give me that insurance”.

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

Complainant, J Reed, said: An ad appeared for 1 Cover insurance where a bus had broken down & people were dancing beside the bus. 2 women were dressed in red with short skirts dancing - the end of the ad showed the women lifting a leg in a dance move clearly showing black underwear

The shot was gratuitous & breaches what could be called good standards

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

The Chair noted the Complainant’s concerns the advertisement contained images which are a breach of good standards.

The Chair said the advertisement was not graphic or salacious in nature and the image of black underwear was fleeting. The Chair noted the advertisement played during a programme with an adult audience, The Chase.

The Chair said taking into account generally prevailing community standards the advertisement was not likely to cause serious or widespread offence.

The Chair said the advertisement had been prepared with a due sense of social responsibility and 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 via email or letter within 14 days of receipt of this decision.