

<b>COMPLAINT NUMBER</b>	19/287
<b>COMPLAINANT</b>	G Knight
<b>ADVERTISER</b>	Compass Life Insurance
<b>ADVERTISEMENT</b>	Compass Life Radio
<b>DATE OF MEETING</b>	12 August 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The radio advertisement for Compass Life insurance opens with the question: “How buggered would you be if you lost your income?”

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

**Complainant, G Knight, said:** First to say that I’m definitely no prude but hearing an advert for Life Assurance ask How buggered you would be....? Seems pretty inappropriate.- Do the general public in NZ actually know the meaning of the word buggered? I would have thought that abusive anal sex was enough to put most people off their morning coffee.

**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 that the use of the word “buggered” was inappropriate.

The Chair referred to a precedent decision, 14/007, which concerned the same radio advertisement for Compass Life. This decision referred to a previous Complaints Board Decision (99/23), which also concerned the use of the word “bugger”. The Decision stated, in part:

“The Board was of the opinion that the English language is a living language, a fact appropriately demonstrated by the many and varied meanings given to the same word [bugger] over time [...] It was the Board’s view that the context of this advertisement was both distinctly “New Zealand,” and relevant to rural humour.”

The Chair said the above precedent decisions were directly applicable to the advertisement before her and noted that “bugger” and “buggered” had become part of everyday vernacular. Therefore, while noting the offence caused to the Complainant, the Chair said the advertisement was unlikely to cause serious and widespread offence when considering generally prevailing community standards.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code. The Chair ruled that 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.