

COMPLAINT NUMBER	20/215
ADVERTISER	OneChoice
ADVERTISEMENT	One Choice Television
DATE OF MEETING	2 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The OneChoice Life Insurance television advertisement shows a groom at his stag party being told the benefits of purchasing a life insurance policy. The man is shown wearing a ballerina tutu while his friends laugh and joke around him. One of them then says "Apply the lipstick!"

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

Complaint: To whom it may concern:-

I am concerned with an advertisement which I have seen several times on TV1, TV3 and other stations at various times of the day..

One Choice insurance has an advertisement about a Stag Do in which the potential groom seems to be bullied, being made to wear a silly dress, etc

I have long been concerned with bullying in schools, etc and feel that this advertisement just gives the wrong message. .

I would be grateful if you would review the One Choice Stag Party advertisement, and possible recommend that it is removed or modified.

(I have no problem with the One Choice Hen Party advertisement which is also currently running.)

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 concerns the advertisement portrayed bullying.

The Chair said while she agreed that bullying is a serious issue the scene portrayed in the advertisement did not reach the threshold to breach the Code. The scene showed a group of equals who are friends showing their support and affection for a mate who is getting married. They do this in a typical Kiwi bloke manner, which involves playful banter and light-hearted teasing.

The Chair carefully considered the images and actions in the advertisement. She said the prospective groom entered into the spirit of the teasing, gesturing with the wand he had been given and agreeing to dress up in the tutu and wings for a night out. While the groom appeared less enthusiastic when his friends mention applying lipstick prior to leaving for the night out, the Chair said this did not meet the threshold to breach Rule 1(c).

The Chair said while she acknowledges the concerns expressed by the Complainant, the advertisement did not reach the threshold to be considered indecent, exploitative or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it 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 calendar days of receipt of this decision.