

COMPLAINT NUMBER	20/294
ADVERTISER	Southern Cross Healthcare
ADVERTISEMENT	Southern Cross Healthcare Television
DATE OF MEETING	13 July 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Southern Cross healthcare insurance has the voiceover "...'With' means we're together, in any language". Different scenarios of people showing how much they care for their loved ones are depicted. One of these scenarios is a man saying farewell to his family and leaving in a taxi. The advertisement ends with "Most Kiwis are with us because we're with them."

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

Complaint: Southern cross health insurance "We're with whanau"

I am appalled that this advertisement is allowed to be played, especially in the current racial climate. This ad depicts a sad Maori whanau farewelling their teenage Maori son as a taxi which looks like a police car waits outside their whare. It is on for seconds and you have to watch it a couple of times to see that it is not a police car. I am tired if my Maori children seeing this kind of thing all around them.

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 might give the impression the Māori son featured in the advertisement is about to get into a Police car.

The Chair reviewed the advertisement and noted the scenes in the advertisement showed different aspects of the Advertiser's insurance cover. In the farewell scene a young man has a backpack by the door and is shown taking an emotional departure from his family, while a car pulls up outside. On close inspection it was possible to see the car was a taxi, not a Police car, and this part of the advertisement referenced the Advertiser's travel insurance product.

The Chair ruled the advertisement did not reach the threshold to cause serious or widespread offence and was not in breach of Principle 1 or Rule 1(c).

The Chair 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 calendar days of receipt of this decision.