

COMPLAINT NUMBER	20/461
ADVERTISER	Pillars Incorporated
ADVERTISEMENT	Pillars, Television
DATE OF MEETING	28 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for community organisation Pillars Incorporated/Ka Pou Whakahou (Pillars) has the voicover "23,000 Kiwi kids have a parent in prison ... Pillars work to give kids someone who can be there for them when they need it most.". There is an image of an open book. On one side of the book is a drawing of a man behind bars. On the other side is a drawing of a mother and her children. The advertisement invites viewers to visit the organisation's website and make a donation.

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

Complaint: Pillars' this add contains what I see to be offensive in the eyes of children. I feel it is sending a wrong message specifically to do with the 'pictures' visuals that are being used. Children see and respond to pictures first. I feel this add is extremely insensitive to our tamariki that may have parents 'imprisoned' and to see what is being portrayed in this add as the 'father in jail' on a page all by himself and then on another page is the family with someone else. U can not see any help been given to the father. In a statement from the pillars website it states "pillars has a range of programmes from children developing a strong relationship with their father" yet that is not what myself or my 9 year old child take away from this add. Please see something be changed!!

The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(c);

ADVERTISING STANDARDS CODE

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 did not show any support being given to the father portrayed as being in prison and that children would be offended by this insensitive portrayal.

Pillar is a charitable community organisation. The Chair said the main focus of Pillars is to support the children and whanau of people in prison. This work may include helping children have a better relationship with their parent in prison.

The Chair said the advertisement used a visual presentation to convey the work Pillars do. The purpose of the ad was a call to action to donate to Pillars, so they could undertake their community work.

The Chair said the advertisement was socially responsible and did not contain anything that was likely to cause harm or serious or widespread offence.

The Chair said the advertisement 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.