

COMPLAINT NUMBER	21/030
ADVERTISER	Richmond Villas
ADVERTISEMENT	Richmond Villas Radio
DATE OF MEETING	1 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for the Richmond Villas Lifestyle Village has sound clips of people talking about why they like living at the village. One resident says: "I love the location because it's easy to walk into town", another one says: "And I just love watching the men come and mow the lawns, it's fabulous".

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

Complaint: The ad is advertising the benefits of the Richmond Retirement Village and the part I object to is at the end of the ad the lady says "and I just love watching the men come and mow the lawns."

I feel that last sentence is not necessary and if it was a man saying something similar about women the ad would not be aired.

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 the statement made by a woman, about enjoying watching the men come and mow the lawns, was inappropriate.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether this statement, in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said the impression the advertisement gave was that the woman speaking is a resident at the village. The likely consumer takeout of her statement is, while she appreciated having a garden to enjoy, she was relieved she didn't have to mow the lawns herself. Therefore, as a result, she enjoyed watching the lawns being mowed by the men who came to do this work.

The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

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