

<b>COMPLAINT NUMBER</b>	21/094
<b>ADVERTISER</b>	Instant Finance NZ Ltd
<b>ADVERTISEMENT</b>	Instant Finance, Television
<b>DATE OF MEETING</b>	25 March 2021
<b>OUTCOME</b>	Settled – advertisement amended

**Advertisement:** The Instant Finance television advertisement features a couple packing a donkey and kart for a trip away. The couple begin to argue with the female shouts out “A donkey!” and hits the man with her handbag.

**The Chair ruled the complaints were Settled.**

**Complaint 1:** A classic display of domestic abuse being ok when it’s a woman. If the genders were reversed, it would never have been made. I’m getting really tired of sexism being ok if it’s directed at a man

**Complaint: 2:** A new ad for Instant Finance was during the first ad break of Shortland Street. It showed a couple fighting about having a donkey for transport. The woman was loudly yelling at the man and whacked him with a bag. If this was a man yelling at a woman like that and hitting her with a bag this ad would have never been created. It shows domestic violence.

**Complaint 3:** Ad shows a ridiculous situations that firstly wouldnt appear and in it self is a continuation of depicting males being stupid which roles reversed wouldnt be allowed. He has got a donkey and attached a traileed to said donkey for transportation. Anyway, the female absolutely belittles and berates him before finally physically abusing him by striking him with the object she is holding. Her handbag. This is a couple, what she does from the moment she is verbally abusing him IS domestic violence. This happens a lot in adverts where females belittle or abuse their male partners but it has become so common place they have added physical abuse now as well. Domestic violence comes in many forms, this advert shows many of them. We need new standards to stop this continuation of abuse and making males look like idiots in ads and females always being the "smart" ones, or old ways which was dumb always an older man, new way which is cleaver a female. dad and daughter dad cant even open a fridge door take the 6 yr old to do it! sick of it. There needs to b e fines put in place so that the company that pitches the ideas are fined and punished along with the company that gives the go ahead. Domestic violence towards males isnt talked about or even a worry to NZ or this current government or NZ police. IF we say it even happens we have the womans refuges appears on the news saying it is ridiculous and how dare you say that as in the case where the All Blacks coach merely mentioned domestic violence is a two way street....which it is. Females are treated so differently to males in so many areas in NZ society, earlier this year a female sexual predator who committed statutory rape was allowed out of prison after serving just 18mths of her low 10yr sentence because the judge said "there are no programs in prison that can help rehabilitate her". She had molested a number of underage boys, it was merely even mentioned in the news. It wasnt on the TV news.... look it up, how would the female population react if the same thing was said by a judge releasing a male predator back into society to continue and reoffend? we are continually living in a female privilege society, the differences in what they are allowed to do/charges or time

served for same acts/ woman streaker a few years back in court was just let off, same judge male was done for indecent exposure convicted fined and given community service. Just watch Motorway PATrol TV show to see the difference in how the NZ treat a female to a male in the EXACT same situation. You cant say we are all treated the same by the police because it is right there to see. From this show we know that females speed and commit just as many offences on the road as males, but in every government paid for ad you only ever see males driving badly... one at xmas where drink driving they showed females as well, but thats it. Any antisocial behaviours all males, where we know females do it as well. Pretty much any bad behaviour its males that do it according to what is advertised. This is crippling to males, we know that they is a massive issue in NZ with males committing suicide in their 40's..... we dont care about it or the causes though when it is very obvious to anyone that cares to look. But it is a male problem and hey males are dispensable in the we live in.... have been since the dawn of time Sick of it pull this ad it is domestic violence towards a male and it is gross it has been allowed to air at all

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(f); Code for Financial Advertising - Principle 1;**

**The Chair** noted the Complainants were concerned the advertisement showed a level of violence which would not be acceptable if the genders were reversed.

The Chair accepted the complaints to go before the Complaints Board to consider whether the Advertising Standards Code and Code for Financial Advertising had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaints, the Advertiser has amended the advertisement, removing the scene where the woman hits the man with her bag.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

**Chair's Ruling:** Complaint **Settled- advertisement amended**

#### **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 calendar days of receipt of this decision.