

COMPLAINT NUMBER	21/187
ADVERTISER	ASB Bank Limited
ADVERTISEMENT	ASB, Television
DATE OF MEETING	19 April 2021
OUTCOME	No Grounds to Proceed

Advertisement: The ASB Bank television advertisement shows a couple finding a memorable item in their garage and having a flashback to when they first dated. A child comes across them reminiscing and says “Are you guys having a flashback? Awww, cute!”

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

Complaint: The advertisement in question shows children that it is ok to be rude and disrespectful to adult the you don’t even know. Every time I see this advertisement I just want to scream because of the lack of respect. I am trying to teach my kids that they must respect all adults but advertisements like this make it hard.

It has to stop. This is the reason that kids these days believe that the world owes them something.

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

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.

CODE FOR FINANCIAL ADVERTISING

Principle 1: Financial advertisements should observe a high standard of social responsibility particularly as consumers often rely on such products and services for their financial security.

The Chair noted the Complainant was concerned the advertisement showed a child being disrespectful to adults.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be that the child was sharing a joke with the adults as they remember back to when they first dated. The Chair said in this context, the child was not rude or disrespectful by saying “Awww, cute.”

The Chair noted the advertisement before her is one of a series with recurring characters and said there appeared to be a familial or neighbourly relationship between the child and

adults which makes the mild teasing behaviour acceptable. Rule1(c) of the Advertising Standards Code required the Chair to consider whether the child's comment in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. 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 was socially responsible, taking into account context, medium, audience and product and was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code. The Chair also ruled the advertisement had not breached Principle 1 of the Code for Financial Advertising.

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.