

COMPLAINT NUMBER	21/300
ADVERTISER	Briscoes Group Ltd
ADVERTISEMENT	Briscoes Television
DATE OF MEETING	8 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Briscoes Ltd shows a woman waking up to find her house full of Briscoes Ladies who are all wearing the same wig and clothes as the original "Briscoes lady". They are all doing jobs like cleaning, arranging flowers, baking and folding. At the end of the advertisement the woman is sitting on the couch holding a cup of tea. The voiceover says: "Make more of your weekend with Briscoes, and 15-50% off storewide til Sunday".

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

Complaint: Briscoes Ad complaint

Although entertaining, the Briscoes ad is dangerous, in particular to NZ young women. It is reinstating the archaic notion that it is the Mothers Role, to run the entire household, by herself.

We see clones of the Briscoes lady cleaning, laundering, getting the house spotless whilst a grateful mother sits on the couch.

Just last week a report came out about the gross inequality of domestic labour hours between males and females within a household.

I suggest the ad be remade to show the cloned Briscoes helping Both parents.

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The Chair noted the Complainant's concern the advertisement reinforces an outdated notion that it is the mother's role to run the household.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of clones of the "Briscoes Lady" 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 concerns about the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers. The Chair said the purpose of the advertisement is to promote a storewide sale. The advertisement features the well-known brand ambassador for Briscoes, the Briscoes Lady, but this time with a twist, as she has been cloned. The Chair said this advertisement is a playful take on the usual format for the Briscoes advertisement.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it 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.