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| COMPLAINT NUMBER | 21/483 |
| ADVERTISER | OneChoice |
| ADVERTISEMENT | OneChoice Television |
| DATE OF MEETING | 27 September 2021 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The OneChoice television advertisement campaign consists of three advertisements featuring a man in a green tracksuit, surprising people and then telling them about life insurance.

The first advertisement shows a young couple shopping for nappies. The man in the green tracksuit surprises them by jumping out from behind a box of nappies. He then tells them about OneChoice life insurance. The advertisement ends with him wheeling their trolley as the couple follow behind.

The second advertisement shows three woman about to begin karaoke. They are then interrupted by the man in the green tracksuit who points out that "life is like a song, it will eventually end". He then talks to them about OneChoice life insurance. The women look at each other smiling. The advertisement ends with all of them about to sing karaoke together.

The third advertisement shows a couple sitting on the floor of a kitchen, assembling flat-pack furniture. The man with the green tracksuit pops up from inside a box and begins talking to them about OneChoice life insurance. The advertisement ends with the group looking at an incorrectly assembled coffee table, with the man in the green tracksuit saying, "I think we nailed that. What's next?".

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

Complaint: This complaint involves the series of ads depicting a creepy stalker wearing a green velvet track suit leaping into people's personal space and rabbiting on about their need for insurance .

This advertisement depicts behaviour which ,if reported to police would involve at the least an harassment charge.

If he did that to me I would not hesitate to defend myself physically and hit him with whatever lay around,or throw boxes back at him.

He is a frightening figure indulging in antisocial behaviour and these ads need to be removed

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant was concerned the advertisement depicts a creepy stalker, who is a frightening and antisocial figure.

Rule 1(f) of the Advertising Standards Code required the Chair to consider whether the advertisement contained anything that condones or is likely to show violent or anti-social behaviour or damage to property, which is not justifiable on educational or social grounds.

The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to show violent or anti-social behaviour.

The Chair said the advertisement depicts a fantasy situation with the man in the green tracksuit seeming to appear from nowhere, taking people by surprise. The Chair said this element of surprise is deliberate and serves as a reminder that unpleasant or difficult circumstances can occur in life, without warning.

The Chair said the advertisement did not show violent or anti-social behaviour or damage to property.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and it was not in breach of Principle 1 or Rule 1(f) 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.