

<b>COMPLAINT NUMBER</b>	21/065
<b>ADVERTISER</b>	TheMarket.com
<b>ADVERTISEMENT</b>	The Market Television
<b>DATE OF MEETING</b>	26 October 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The television advertisement for TheMarket features YouTuber Jordan Watson from 'How To Dad'. He is shown lying down on the couch, browsing on his phone and eating chips while his partner moves around the room discussing gift ideas. When she realises he hasn't been listening, she raises her voice in frustration and hits him with a cushion. The advertisement focuses on his phone as he explains he has already completed the Christmas shopping. He looks directly at the camera, gives two thumbs up, and says "I've got Christmas sorted with TheMarket.com". His partner asks who he is talking to, and he replies, "shush".

**The Chair ruled the Complaint was Settled.**

**Complaint:** DESCRIPTION OF AD: the ad depicts spouses discussing Christmas shopping. During the ad, one spouse loses their temper and assaults their partner by throwing an object at them and screaming aggressively. This is clearly aggressive and not playful

WHY IT IS OBJECTIONABLE: spousal abuse is not ok. It is irrelevant whether the abuser is a man or woman (as in this case) - it is grossly inappropriate for any ad. Imagine that the gender roles in this video were reversed, and it were the man screaming at the woman and throwing objects at her. I wouldn't have an issue with the ad if the activity were playful, but it isn't. It's aggressive and is no way to show spouses interacting with one another.

**Four other complainants shared similar views**

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

**The Chair** noted the Complainant was concerned the advertisement showed domestic violence which was unacceptable.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code 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 complaint, the Advertiser has amended the advertisement, removing the scene where the woman hits the man with the pillow.

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**

**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 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.