

COMPLAINT NUMBER	22/031
ADVERTISER	OneChoice
ADVERTISEMENT	OneChoice, Television
DATE OF MEETING	14 February 2022
OUTCOME	No Grounds to Proceed

Advertisement: The complaint relates to two television advertisements for OneChoice Life Insurance.

Advertisement 1:

The first advertisement shows a woman sitting on the toilet looking at a pregnancy test. She is startled by a man in a green tracksuit who appears behind the shower curtain. He sits down and begins promoting OneChoice Life Insurance. The woman responds enthusiastically and they walk out of the bathroom with arms linked. The advertisement ends with the OneChoice logo and contact details for a quote.

Advertisement 2:

The second advertisement shows a patient in a doctor's office wearing a hospital gown. A man in a green tracksuit enters the room and says that the results are clear but the man should still "look ahead". He promotes OneChoice Life Insurance. The patient responds enthusiastically and the man offers him a lollipop. The advertisement ends with the OneChoice logo and contact details for a quote.

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

Complaint: I wanted to ask a question on the basis of adverts and pushing the boundaries. One Choice Life insurance have recently bought out two new adverts. One of a man in a doctor's surgery, and the second, which is of more concern, going into the room of a young lady who has just done a pregnancy test.

I am by no means a prude, and encourage clever marketing. However, when it comes to medical and moreso, the young lady and her test, that is really overstepping the boundaries of marketing decency and ethics.

I do not think I need to go into detail about the latter concern, as I'm sure you will agree, that is a very personal thing. He's a stranger, and he handles the pregnancy test device afterwards.

Again, I'm not a prude, but this is really not an appropriate area the company should be going into. Also, children will see this, and that's not appropriate either.

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 was concerned that both advertisements showed situations where it was inappropriate for a stranger to be present.

The Chair said the likely consumer takeout of the advertisements was they were depicting situations when it might be prudent to have insurance such as becoming a parent or confronting health concerns. The Chair said the advertisements were attempting to use humour by having the 'insurance character' appear at moments when people are experiencing life changing moments to point out the benefits of insurance cover.

The Chair said most consumers would appreciate the 'insurance character' was a hyperbolic caricature and the advertisements were not suggesting these scenarios would be appropriate in real life.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the man appearing in inappropriate situations in the context it was broadcast, was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that despite the Complainant's objections to the advertisements, they did not reach the threshold to cause serious or widespread offence for most consumers.

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 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.