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| COMPLAINT NUMBER | 22/058 |
| ADVERTISER | Life Direct |
| ADVERTISEMENT | Life Direct, Television |
| DATE OF MEETING | 28 February 2022 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The television advertisement for Life Direct promotes their "Unexpected Happens" campaign. It shows a man sitting in a cauldron of "human soup" as a Giant, off-screen, prepares the soup around him. The man addresses the camera and promotes LifeDirect.co.nz for instant quotes on life, health, income and trauma insurance from New Zealand's "leading" insurers. Tentacles then appear on the man's shoulder and he is submerged into the soup.

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

Complaint 1: Disturbing content of man in boiling soup. The stuff nightmares are made of.

Complaint 2: At 8pm or thereabouts on Monday 21st February, channel three, an advert for Life Direct Insurance which greatly disturbed me. A man sitting in an urn called 'Human Soup' water boiling away. Then a serpent comes from somewhere and the man is pulled down into the boiling pot. In view of current human isolation and fear that many New Zealanders are finding themselves living in this advertisement is abhorrent to humanity. Would like to see this taken down immediately.

Complaint 3: I just watched an ad at 6.15pm tonight for Life Direct insurance. I found it quite disturbing and wonder how my 4 year old granddaughter would react to seeing this advertisement. It shows a man in a large soup bowl and he is being cooked. It even says "human soup" as he is cooked alive. Then at the end a tentacle comes and pull him under the soup. Please could this advertisement be removed.

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

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainants were concerned that the advertisement was disturbing and played on fear unnecessarily. One Complainant was concerned it reflected the isolation many are currently living in.

The Chair said the advertisement used a humorous fairy-tale setting with a giant and a cauldron of boiling human soup to portray an "unexpected" occurrence which might require insurance. She said the man featured in the advertisement did not appear distressed or concerned as he discussed his insurance cover while sitting in the cauldron of boiling soup.

She said it was unlikely most consumers would be frightened or distressed by the imaginary scenario.

Rule 1(g) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause fear and distress without justification. The Chair said the advertisement had been given a G (General) rating by the Commercial Approvals Bureau and was aimed at an adult audience considering purchasing health, income, life or trauma insurance. The Chair said the advertisement was not likely to cause fear or distress or exacerbate the concerns of isolated people in society. The Chair said the advertisement did not reach the threshold to breach of Rule 1(g) of the Advertising Standards Code.

The Chair confirmed that taking into account context, medium, product and audience, the advertisement had been prepared with a due sense of social responsibility and was not in breach of Principle 1 or Rule 1(g) of the Advertising Standards Code.

The Chair ruled that there were no grounds to proceed with the complaints.

Chair's Ruling: Complaints **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.