

<b>COMPLAINT NUMBER</b>	22/219
<b>ADVERTISER</b>	Jennian Homes
<b>ADVERTISEMENT</b>	Jennian Homes Radio
<b>DATE OF MEETING</b>	1 August 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Jennian Homes radio advertisement is a song, with the following lyrics: “We’re proud of our country, Mountains and streams, Our Jennian Culture, Our nation, our team, One team at the heart of our community, Built a beautiful home for our family, We’re proud to own a Jennian home...”

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

**Complaint:** Jenian Homes has an ad on radio Hauraki in which they claim to be “proud of their culture as one nation, one team”. They also reference ‘mountains, rivers and streams’, as a Māori listening to this ad I notice very obvious correlations with a pepeha. I find this very offensive as Jennian homes are a mere construction company with no claim to lineage or culture of this country, of which I am tangtawhenua. I would like to be informed of any cultural liaison that was apart of the forming of this ad and it’s content. Surely a company can advertise their services without appropriating another cultures customary introduction rites. Furthermore it is played FAR too often.

**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 the advertisement was offensive because it has correlations with a pepeha and is appropriating Māori culture. The Complainant also complained about the frequency the advertisement played.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the words of the Jennian Homes song, in this context, were exploitative or likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said that despite the Complainant’s objection to the advertisement, it was not exploitative of Māori culture and did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said while there may be some similarities in the song to a pepeha, having pride in one’s country, landscape, community and home is something that is shared by many cultures.

The Chair said concerns about the frequency advertisements are played is not an issue the ASA can consider.

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](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.