

COMPLAINT NUMBER	20/456
ADVERTISER	FMG Insurance
ADVERTISEMENT	FMG Insurance Television
DATE OF MEETING	28 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The FMG television advertisement promotes their advice and insurance policies. The advertisement shows a farming family having a number of mishaps, including herding sheep in the rain and returning home to find a chicken in the living room. When one of the children tries to shoo the chicken away it flies onto a shelf, and the shelf tilts downwards, upsetting the items on the shelf.

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

Complaint: The young boy in the ad directs the chicken towards a shelf, the shelf then collapses causing the objects to tumble against the chicken who loses its balance - It's a cruelty towards the chicken who has been set up to take a fall.

ADVERTISING STANDARDS CODE

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's concerns the advertisement showed cruelty to animals.

The Chair said the event depicted in the advertisement did not reach the threshold to show violent or anti-social behaviour. The incident with the chicken was a mishap and although the contents of the shelf tipped over the chicken was not shown suffering any harm.

The Chair said the advertisement 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 via email or letter within 14 calendar days of receipt of this decision.