

COMPLAINT NUMBER	17/032
COMPLAINANT	L Brooks
ADVERTISER	Freeview NZ
ADVERTISEMENT	Freeview NZ Television
DATE OF MEETING	30 January 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Freeview television features a woman saying “They say nothing in life is free - but some things are - like smelling the flowers...” The next shot shows a woman smelling yellow flowers which are planted in the middle of a traffic island. In the following shot the woman is giving a bunch of yellow flowers to a man at an office water cooler. The flowers appear to have been pulled straight out of the ground, with the roots and soil still attached.

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

Complainant, L Brooks, said: “It says you can do things free. Smell the flowers, smile and hug etc. A young woman is in the traffic Island smelling the flowers then she gives a plant to a man. She has taken the plant from the traffic island to give to him. This is thieving. Council has enough trouble with people thieving the plants but this advertising is promoting thieving from public gardens.”

The relevant provisions were Code of Ethics - Basic Principle 4.

The Chair noted the Complainant’s concerns that the advertisement showed a woman giving a man flowers that appeared to have been stolen from a flower bed in the middle of a traffic island.

The Chair said the advertisement relies on humour and a sense of surprise to get its message across. The Chair did not consider the advertisement would encourage the theft of flowers from public gardens.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and did not reach the threshold required to be considered as a breach of Basic Principle 4 of the Code of Ethics.

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

Chair’s Ruling: Complaint **No Grounds to Proceed**