

COMPLAINT NUMBER	17/152
COMPLAINANT	S Jennings
ADVERTISER	Hell Pizza
ADVERTISEMENT	Hell Pizza Digital Marketing
DATE OF MEETING	23 May 2017
OUTCOME	No Grounds to Proceed

Advertisement: The advertisement for Hell’s Saviour Pizza, promoted as “NZ’s healthiest pizza” was displayed in a story on the news website www.stuff.co.nz, with the heading “Remembering the 53 nurses who died Christchurch Earthquake”.

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

Complainant,

S Jennings, **said:** <http://hell.co.nz> - Advertisement in Mobile Application

The mobile application for Stuff (Fairfax news) advertised 'Hell Pizza Saviour' in an article about commemorating the 53 nurses who died during 2011 Christchurch earthquake. The article and advertisement occurred on May 13, 2017. I exited the article shocked by this, then accessed it again to take the attached screenshot - the exact same advertisement was still there, so this was not a random event.

I find it highly inappropriate, that an advertisement that makes light of life, death, hell and being 'saved' was positioned alongside an article about a tragic event such as the victims of the 2011 Christchurch earthquake.

The relevant provisions were Code of Ethics - Rule 4, Rule 5; Code for Advertising Food - Principle 1.

The Chair acknowledged the Complainant’s concern about the placement of the Hell Pizza advertisement in a news story about a commemoration service remembering the nurses who had died in the Christchurch earthquake.

While the Chair agreed the placement of the advertisement promoting the Saviour Pizza was unfortunate, she noted it was not a matter of deliberate placement. The Secretariat was advised by the media company the placement would have been a result of buying a certain section, demographic audience or geographical location, rather than story content.

Therefore, while taking into account the offence caused to the Complainant, the Chair said the incidental placement did not result in a breach of the Code of Ethics or the Code for Advertising Food.

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

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