

COMPLAINT NUMBER	17/182
COMPLAINANT	J Jackson
ADVERTISER	Gotink
ADVERTISEMENT	Gotink, Radio
DATE OF MEETING	12 June 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Gotink radio advertisement has a commentary which says “Gary’s bowel movements are routinely timed right for when the dishes are ready. Luckily for his beloved Davina, ordering the printer cartridges isn’t as smelly or dirty. She choicely lets Gary think it’s hard, but really it isn’t.” Gary then adds “Oh stink, I’m out of ink.” The advertisement ends with the advertiser’s website, Gotink.co.nz.

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

Complainant, J Jackson, said:

The ad for gotink.co.nz refers to "bowel movements being routinely timed just when the dishes are ready". And "fortunately ordering ink cartridges are neither as smelly or dirty". While this is great, I am unsure as to what bowel movements have to do with ordering ink cartridges? Further, I don’t really want to hear about them over breakfast, or really at any time.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.

The Chair noted the Complaint’s concern that the advertisement was inappropriate.

While the Chair acknowledged that the reference to bowel movements to sell ink was unusual and poor taste, she said the advertisement was not explicit in nature and therefore did not meet the threshold to breach the Code of Ethics.

The Chair said the attempt at humour in the advertisement is acceptable, taking into account generally prevailing community standards, and the reference to bowel movements was not likely to cause serious or widespread offence.

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

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