

<b>COMPLAINT NUMBER</b>	17/262
<b>COMPLAINANT</b>	E Eichbaum
<b>ADVERTISER</b>	The Home Essentials
<b>ADVERTISEMENT</b>	The Home Essentials, Digital Marketing
<b>DATE OF MEETING</b>	8 August 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The New Zealand Herald news website, [www.nzherald.co.nz](http://www.nzherald.co.nz), contained an article about the murder trial of a fatal stabbing incident. Appearing within the article was an advertisement for a Home Essentials knife set sale.

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

**Complainant, E Eichbaum, said:**

The knives ad is displayed within an article about a woman accused of stabbing another woman with a knife - completely inappropriate.

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

The Chair noted the Complainant's concerns that an advertisement for knives was inappropriate next to an article about a fatal stabbing.

While the Chair agreed the placement of the advertisement promoting the Home Essential knife set was extremely unfortunate, she noted it was not a matter of deliberate placement.

The Secretariat has previously received advice from NZME that digital advertisements are placed on the New Zealand Herald news website on a 'run of site' basis. In other words, ads are placed automatically based on likely audiences. The audience sought in NZME's online content is adult (20+) professionals seeking news, sport, and entertainment. In the course of a day's reading, this audience is likely to come across a spectrum of editorial content, from lighthearted to disturbing, dealing with subjects as diverse as war, politics, sport, crime, and entertainment. Violence and sexual subject matter is also common.

In the context of this audience the incidental placement of an advertisement for a set of knives does not reach the threshold to breach 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**