

COMPLAINT NUMBER	17/289
COMPLAINANT	A Ward
ADVERTISER	BP Oil NZ Ltd
ADVERTISEMENT	BP Oil NZ Ltd, Television
DATE OF MEETING	11 September 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for BP Oil NZ Ltd shows a family pulling into a BP service station and the children watching a fantasy scene of their parents as astronauts at a space station.

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

Complainant, A Ward, said: The children in this advert should be in car seats. The younger one looks to be about 4 years old so should be in a harnessed seat and the older should be in a full booster. It is hard enough getting information about best practice out to New Zealanders without major companies sending out the opposite message (and possibly breaking the law depending on actual ages of those children. There are plenty of qualified child restraint technicians around to advise what should be shown.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 12.

The Chair noted the Complainant's concern that the advertisement did not show the use of proper car seat restraints for children.

The Chair confirmed that the Secretariat had sought clarification from the Advertiser and had ascertained that the boy featured in the advertisement was 6 years old and the girl was 8 years old. Both children were in booster seats and both were restrained in seatbelts. The Advertiser also confirmed the Commercial Approval Bureau had approved the advertisement.

As such, the Chair said the advertisement did not contain a visual presentation that would encourage a disregard for safety, as the children were restrained in the back seat of the vehicle as required by law. The Chair said the advertisement had been prepared with a due sense of social responsibility to consumers and to society and ruled there was no apparent breach of the Advertising Codes.

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

Chair's Ruling: Complaint No Grounds to Proceed