

COMPLAINT NUMBER	18/046
COMPLAINANT	C. Wright
ADVERTISER	Brand Developers Ltd
ADVERTISEMENT	Television
DATE OF MEETING	12 February 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the InstaCool promoted a cooling product stating it could “cool a room instantly” and showed many people relaxing while the device blew cold air. The advertisement showed a woman pouring water into the device and demonstrated how the product cooled warm air via four chill pads. The advertisement said the product helped people sleep better at night and relieved the discomfort associated with the heat.

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

Complainant, C. Wright, said: “Product sold as 'Instacool'. This product has Serious environmental problems used in NZ. Since there is no connection with the outside environment, it can only work by evaporating water. An INCREASE in humidity is just about the last thing needed on a hot humid night. Quite apart from dangerous mould growth in the house. All evaporative units should be banned, or at least only sold with a clear health and safety warning. They are fine in the Australian desert, but not in most parts of NZ.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2;

The Chair noted the Complainant’s concern the product should be banned. She noted the Complainant’s issue that the advertisement was misleading as the product increased humidity and posed a health risk due to an increase in mould growth in people’s homes.

The Chair said the Complainant had taken issue with the product advertised and referred to similar products generally. The Chair said while the Complainant was entitled to their view, there was nothing in the advertisement before her that was likely to mislead consumers, abuse their trust or exploit their lack of knowledge. The advertisement set out clearly how the product worked.

The Chair said the advertisement was not in breach of Rule 2 of the Code of Ethics and had been prepared with a due sense of social responsibility required by Basic Principle 4 of the Code of Ethics. The Chair ruled the complaint had no grounds to proceed.

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.