

COMPLAINT NUMBER	18/059
COMPLAINANT	D Daghish
ADVERTISER	Greenpeace NZ
ADVERTISEMENT	Greenpeace NZ, Television
DATE OF MEETING	26 February 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Greenpeace television advertisement warning of the danger of oil exploration blasting on blue whales said in part; “Help push the government to stop the reckless search for new oil. Text your name to 963. More oil drilling will increase the risk of devastating spills and drive us closer to climate catastrophe. Help Greenpeace protect our whales and stop oil exploration in New Zealand. Txt your name to 963 now!” The wording at the bottom of the screen read “Text your name to 963, Texts will be charged at your standard network rate – Greenpeace.”

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

Complainant, D Daghish, said: Greenpeace placed an ad asking people to txt a 4 digit number to stop oil drilling as it affects whales. In the tiniest print that I had to place my face to the TV screen to read...it said txts will be charged at your normal rate. Not even a \$ figure mentioned. The ad is misleading and the charges are misleading and the fine print is misleading.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 11, Rule 2.

The Chair noted the Complainant’s concern the advertisement was misleading in its method of informing viewers of the cost involved in texting support for the Advertiser’s cause.

The Chair noted the Advertiser had confirmed that consumers who texted the advertised 963 number were charged the standard network rate for texts and this varied depending on the network. The Chair said it would not be possible for the Advertiser to display a fixed cost on the advertisement given the variation in network rates.

The Chair said the intention of the advocacy advertisement was a call to action to contact the Advertiser and while acknowledging the Advertiser had used a smaller font size for the text charge notification, she said it appeared on screen for 25 seconds and most viewers would be aware that texts incurred a charge. Therefore, the Chair said the advertisement did not meet the threshold to be considered misleading and had been prepared with a due sense of social responsibility to consumers and to society.

Therefore, the Chair ruled the advertisement did not reach the threshold to breach Basic Principle 4 or Rule 2 of the Code of Ethics.

Accordingly, the Chair ruled there were no ground for the complaint 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.