

COMPLAINT NUMBER	18/054
COMPLAINANT	R Cotton
ADVERTISER	Water Safety NZ
ADVERTISEMENT	Water Safety NZ, Digital Marketing
DATE OF MEETING	27 February 2018
OUTCOME	Settled – Media Error

Advertisement: The Water Safety NZ advertisement showed the Grim Reaper standing next to a kayak with a beer tap built into it. The tagline said “The Keg Kayak. Pour yourself a cold one and float away to your doom. Holds up to 20 litres of stupidity.”

The Chair ruled the complaint was Settled.

Complainant, R Cotton, said: The ad was displayed in the toy model section - planes of trade me. Trade me has recently expanded their ads. They either don't have a good ad algorithm and or are not appropriately placing and classifying ads.

I was searching this with a small child and was shocked to see this ad appear.

I personally failed to enjoy the tone but I think it would also have a very negative and impact on children.

Children frequently search trade me in the sections for product they are sourcing.

The issue for me is inappropriate ad placement by trade me .

The Advertiser, Water Safety NZ and Media Agency FCB said:

I have received the following from our media agency FCB that immediate action was taken by TradeMe as soon as the complaint was received about our Swim Reaper campaign.

It appears that there was an error in that appeared in content it should not have.

The campaign was targeted to Boaties and Coastally connected data personas, which is basically people who are interested in water sports and the beach. Apparently TradeMe has been flagged about this complaint on the 8th of Feb and since then they have ensured that the ads will not appear on any children related content.

In addition, we raised the fact that this needed to be addressed to 18+ by default and they have referenced the fact that you need to be 18 to have a login for Facebook to set up an account and that they couldn't mitigate for other people on the account.

Having said that, they have acknowledged that running in Children's content in any circumstances is not the right environment and have since ensured this won't happen again.

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

The Chair noted the Complainant's concern the advertisement was placed in the toy model section of TradeMe which was inappropriate for content children would be viewing.

Given the Media's response acknowledging the placement error, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled – media error.

Chair's Ruling: Complaint **Settled – Media Error**

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.