

<b>COMPLAINT NUMBER</b>	18/072
<b>COMPLAINANT</b>	K Eder
<b>ADVERTISER</b>	Save the Children NZL
<b>ADVERTISEMENT</b>	Save the Children, Television
<b>DATE OF MEETING</b>	13 March 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Save the Children shows images of sick, malnourished children. The advertisement stated, in part:

“Save the Children knows what it takes to save a child’s life, but we need your help.”...  
The advertisement shows a number on the screen and urges viewers to ring and donate \$10 per month.

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

**Complainant, K Eder, said:** The ‘Save the Children’ advertisement is regularly on tv during the day, on one occasion (not the one mentioned above but last month) I was watching tv with my 7 year-old cousin at the time. This ad shows starving children and infants in extreme distress, physically malnourished and bawling, the ad then asks for donations. Young children should not be exposed to this as it is distressing for them, anxiety inducing, and brings up many questions for them that they shouldn’t have to consider at such a young age. "Why are they crying? Why don’t their mummies buy them food? Can I give them some of my food? Will I ever be that hungry and sad?" It breaks my heart to think of the kids whose parents are unable to find a way to reassure their kids after seeing these images, or are even unaware their kids have seen it and the kids go on to have unneeded stress, nightmares, anxiety etc. It would be better to play these ads only after 7pm when the young ones are in bed. If you ask me, those ads of animals being beaten and killed and caged are just as traumatic for a young child who cannot understand what is going on.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 11, Rule 5.**

**The Chair** noted the Complainant’s concern the advertisement aired at a time when children could be among the viewing audience.

The Chair noted the advertisement was an advocacy advertisement that illustrated the challenges of children living in poverty which was shown in order to seek donations and while confronting, was provided for under Rule 11 of the Code of Ethics.

The Chair confirmed the advertisement had been afforded a GXC (General Except Children) rating by the Commercial Approvals Bureau which meant it could be broadcast at any time except during programmes which are intended specifically for children under the age of 13.

The Chair said the programme in which the advertisement aired, Dr Phil, had been given an AO (Adults Only) rating and had played within the constraints of its afforded rating during school hours in term-time when children were unlikely to be watching.

While the Chair acknowledged the distress caused to the Complainant and their family, she said the placement and timing of the advertisement in this instance was unlikely to cause serious and widespread offence to most people and had been placed with a due sense of social responsibility to consumers and to society.

As such, the Chair ruled the advertisement was not in breach of Basic Principle 4 or Rules 5 or 11 of the Code of Ethics and 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**

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.