

COMPLAINT NUMBER	18/130
COMPLAINANT	K Cotterill
ADVERTISER	Energy Online
ADVERTISEMENT	Energy Online, Television
DATE OF MEETING	30 April 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Energy Online television advertisement shows a shirtless man leaning out his window greeting a passer-by with "Beautiful day". The man outside is clearly cold and replies "Stuff you Steve!" Steve continues to dance around his warm house while the voiceover says "Don't regret not signing up with Energy Online. Join today and you could win free energy and forget winter".

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

Complainant, K Cotterill, said: Inappropriate words used (stuff you !!) on primetime tv - heard the advertisement twice between 5pm and 7pm.. Having grandchildren present at the time, it is disappointing to hear that phrase.
 Is it really necessary?

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

The Chair noted the Complainant's concern the advertisement used inappropriate language when children were likely to be among the viewing audience.

The Chair noted that the phrase 'stuff you' is not listed on the Unacceptable Words on Television and Radio list published by the Broadcasting Standards Authority.

While acknowledging the phrase 'stuff you' had disappointed the Complainant and conveyed a negative sentiment, the Chair said, taking into account generally prevailing community standards, the advertisement was not likely to cause serious or widespread offence. Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility and was not in breach of Basic Principle 4 or Rules 4 and 5 of the Code of Ethics.

Accordingly, the Chair ruled 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.