

COMPLAINT NUMBER	18/150
COMPLAINANT	E Dublin
ADVERTISER	Energy Online
ADVERTISEMENT	Energy Online, Television
DATE OF MEETING	14 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Energy Online television advertisement shows a man sitting outside with heaters all around him taunting the neighbours. The voice-over 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, E Dublin, said: The ad shows the guy deliberately wasting power to annoy his neighbour and saying the audience can do this do if they win free power. I am making a complaint because I don’t think ads should encourage us to waste power, especially considering the ‘energywise’ campaign currently being run by the NZ govt!

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

The Chair noted the Complainant’s concern the advertisement showed the deliberate waste of power which others could be encouraged to emulate.

In considering this complaint the Chair took into account the Advertiser sought to use humour to connect its product with the idea that the deal on offer made it possible to use power indiscriminately. While this was a cause of concern to the Complainant, the Chair confirmed that humour and hyperbole were permissible under the Advertising Codes. In the Chair’s view, the likely consumer takeout for most would relate to the pricing for power, not encouragement to waste it. The Chair said the advertisement was not in breach 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.