

COMPLAINT NUMBER	18/158
COMPLAINANT	E Van Den Hoven
ADVERTISER	The Straw Warehouse
ADVERTISEMENT	The Straw Warehouse, Radio
DATE OF MEETING	21 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Straw Warehouse radio advertisement has a man asking where he can buy straw and is told to go to the Straw Warehouse. He asks if the straw is good and a song is repeated several times saying the straw is 'straw-some'.

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

Complainant, E Van Den Hoven, said: The voice of this old man is the most annoying I ever heard. It is so anxious a scream into the microphone. The tempo and pitch seem to have total disregard for anyone who might be in a relaxed state and insists on shattering any smooth thoughts that may have been within any person. I cannot imagine any person ever saying they can enjoy the sound of this screaming old man.

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

The Chair noted the Complainant's concern the advertisement was annoying.

While acknowledging the Complainant found the style of the advertisement irritating, she said it did not breach the Code of Ethics. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and society so did not breach Basic Principle 4 of the Code of Ethics. She ruled that it did not contain anything which in the light of generally prevailing community standards is likely to cause serious or widespread offence taking into account the context, medium, audience and product being advertised. Therefore, the advertisement did not breach Rule 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.