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| <b>COMPLAINT NUMBER</b> | 18/198                                  |
| <b>COMPLAINANT</b>      | J Meek                                  |
| <b>ADVERTISER</b>       | New Zealand Racing Board                |
| <b>ADVERTISEMENT</b>    | New Zealand Racing Board,<br>Television |
| <b>DATE OF MEETING</b>  | 26 June 2018                            |
| <b>OUTCOME</b>          | No Grounds to Proceed                   |

**Advertisement:** The TAB television advertisement shows a man celebrating in the style of a football player scoring a goal and another man sliding across a dining table celebrating winning a bet on World Cup game. The music playing in the background is Alleluia by Mozart.

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

**Complainant, J Meek, said:** a betting ad using the famous Hallelujah Hymn from Handels Messiah. I object to crass use of a majestic music to celebrate a gambling win.

**The relevant provisions were Code for Advertising Gaming and Gambling - Principle 1, Principle 2;**

**The Chair** noted the Complainant's concern that the choice of music was inappropriate for an advertisement promoting gambling.

The Chair said the music in the advertisement was Alleluia by Mozart. The Chair noted the advertisement was promoting a legal product and while the association of the music and the product had caused offence to the Complainant, she did not consider it was likely to cause serious or widespread offence to consumers in general and the advertisement had been prepared with the required standard of social responsibility.

The Chair said the choice of music in the advertisement was not in breach of Principles 1 or 2 of the Code for Advertising Gaming and Gambling.

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.