

COMPLAINT NUMBER	18/253
COMPLAINANT	B Bateman
ADVERTISER	Carnival New Zealand
ADVERTISEMENT	P&O, Television
DATE OF MEETING	31 July 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for P&O cruises shows an external shot of a P&O ship as well as images of the interior. The voiceover says “A free room upgrade on your next P&O cruise for just a \$1 deposit. Am I on board with that? The advertisement then shows a ship-wrecked character reclining on the ship’s sun deck saying “Ship yeah!” The advertisement ends with the voiceover saying “P&O Ship Yeah sale is on now!”

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

Complainant, B Bateman, said: I find the use of the word SHIT a couple of times during the advertisement at this time of the day when a lot of young children would be watching is totally unpleasant and unnecessary !!! I realise the word is in reasonably common use but that does not condone it blatant use on PUBLIC Television at that time of day

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

The Chair noted the Complainant’s concern the advertisement had used the swear word “shit” at an inappropriate viewing time.

The Chair carefully reviewed the advertisement and confirmed the word being used in the voiceover and by the ship wrecked character was “ship” rather than “shit” as heard by the Complainant.

The Chair acknowledged the Advertiser was attempting to use humour by inserting an inoffensive word with a similar sound, in place of a swear word. She noted the play on words continued later in the advertisement with the ‘on board’ reference which was in keeping with the tongue-in cheek-humour of the cruise ship advertisement.

The Chair noted the Complainant’s concern but said the advertisement was unlikely to cause serious or widespread offence to most people and did not offend against generally prevailing community standards. As such, she said the advertisement was not in breach of Rules 4 or 5 of the Code of Ethics and had been prepared with a due sense of social responsibility to consumers and society.

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.