

COMPLAINT NUMBER	18/283
COMPLAINANT	T Ward
ADVERTISER	Worksafe New Zealand
ADVERTISEMENT	Worksafe New Zealand, Radio
DATE OF MEETING	28 August 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Worksafe radio advertisement says in part "Hello, I'm a cat - you can call me Claude. I'm rather fond of staying nice and warm. But in the interest of safety, there's a right way to heat your home with electricity and gas and a way which can make it a bit too hot for comfort..." A siren plays in the background as Claude the cat continues to speak.

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

Complainant, T Ward, said: Advertisement uses a police/fire/ambulance siren type sound effect. Very distracting while driving. The use of sirens while not only distracting will lessen their effect on drivers if they're continually exposed to them through advertising.

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

The Chair noted the Complainant's concern the sound of a siren in a radio advertisement could be distracting to drivers.

The Chair acknowledged that while any potential for driver distraction was not ideal, she said the siren sound in the advertisement was at a low volume and was only audible during a short section of the advertisement in the context of the voiceover saying it could get "too hot for comfort."

While the Chair noted the concerns of the Complainant regarding the use of siren sounds and the level of distraction this could cause, the Chair said the advertisement before her did not reach the threshold to breach Basic Principle 4 of the Code of Ethics, and the advertisement had been prepared with a due sense of social responsibility to consumers and society.

Therefore, 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.