

<b>COMPLAINT NUMBER</b>	18/373
<b>COMPLAINANT</b>	S Clark
<b>ADVERTISER</b>	Just Water
<b>ADVERTISEMENT</b>	Just Water, Radio
<b>DATE OF MEETING</b>	13 November 2018
<b>OUTCOME</b>	Settled – advertisement changed

**Advertisement:** The Just Water radio advertisement said in part: “I used to buy bottled water because it’s better for the family. But I don’t need to buy it anymore. I’ve found something much cooler. With a Just Water Everfresh water cooler at home, get unlimited, chilled and filtered water on demand. As much as you can drink for just a dollar a day...”

**The Chair ruled the complaint was Settled.**

**Complainant, S Clark, said:** The just water ad states that "I used to buy bottled water because it's better for the family" which implies that tap water is unsafe to drink in nz and their product is somehow better. When in fact it is the same.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2;**

**The Advertiser, Just Water, said in part:** ‘The intention of script was to say water is better than soft drinks. We have pulled the words on the radio advert, which originally said "I used to buy bottled water because it's better for the family". We have changed to “I used to buy bottled filtered water, but not anymore. Now we have a just water cooler and unlimited Everfresh filtered water!”’

**The Chair** noted the Complainant’s concern the advertisement was implying bottled water is superior to tap water, which is misleading.

The Chair acknowledged the advertisement in question had finished its run and the Advertiser had made changes to the script for future radio advertisement removing the claim it was ‘better for the family.’

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair’s Ruling:** Complaint **Settled – advertisement changed**

#### **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.