

COMPLAINT NUMBER	19/098
COMPLAINANT	V Corbett
ADVERTISER	Mr Rental
ADVERTISEMENT	Mr Rental Radio
DATE OF MEETING	4 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Mr Rental, a company that rents out home appliances and furniture, features a recently separated man. He says: "When Kirsty and I split up, she took everything, she took the TV, she took the couch, she took the fridge, she took the bed, she took my heart and ripped it into a billion little pieces, and then set those pieces on fire. While Mr Rental can't help put my broken heart back together they can help me re-furnish..."

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

Complainant, V Corbett, said: Whilst I have heard this ad before, this one was broadcast on or around 2:30pm on the 25/2/19 on 96.6 George FM.

The advertisement is by Mr Rentals, and it has a sobbing male saying "...when my wife left me, she took everything... the car, boat, (etc)" and goes on to say "at least with Mr Rental, I think everything's going to be OK".

The ad is distasteful whereby it makes a mockery of both men and women going through the divorce process... There's a lot of associated depression with split ups and for this company to be making fun of it and suggesting that by renting new furniture from them it will 'soothe the pain' is pathetic.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c).

The Chair noted the Complainant's concerns the advertisement makes a mockery of both men and women going through the divorce process.

The Chair said the advertisement relies on the use of hyperbole and dramatic language to describe how the man is feeling after his breakup, and his changed domestic circumstances, which have created the need for the advertiser's service.

While acknowledging the offence caused to the Complainant, the Chair said the advertisement did not contain anything that was likely to cause harm or serious or widespread offence.

The Chair said in light of generally prevailing community standards, the advertisement did not reach the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Codes and had been prepared with a due sense of social responsibility.

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.