

COMPLAINT NUMBER	19/105
COMPLAINANT	D Pearton
ADVERTISER	BP Oil NZ Ltd
ADVERTISEMENT	BP Oil NZ Ltd, Television
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The BP television advertisement promotes an app called BPme which allows you to pay via your phone for petrol. The advertisement shows a woman going to pay for petrol in-store, leaving her dog in the car. The text on screen says “Anything could happen when you leave to pay for fuel.” While the woman is gone her dog gets into her shopping and spreads food around the car. The text then says “Now you can pay from your car.”

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

Complainant, D Pearton, said: There’s a constant issue of people leaving dogs (or any animal) in cars so much so that’s it’s been in the news a few times over the last couple of months to raise awareness. It can be deadly and put a lot of stress on the animal even for a few minutes. So the BP ad showing a dog being left in the car alone while the owner goes inside to pay for fuel is completely inappropriate. So many people don’t even realise this danger that’s why it’s such an issue so an ad making an actual point of it being ‘ok’ sends such a bad message! It’s completely inappropriate.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);

The Chair noted the Complainant’s concern the advertisement was inappropriate as it showed the unsafe practice of leaving dogs unattended in cars.

The Chair carefully reviewed the advertisement and said the dog was only left alone for the short amount of time it took to pay for the petrol. She said the advertisement highlighted what a bad idea it was to leave your pet unattended, even for a short time, given what happened in this case to the shopping. The Chair said the advertisement was promoting a payment app which meant that consumers would not need to leave their car unattended to queue and pay in person.

While the Chair noted the genuine concerns of the Complainant with regard to animal welfare, she was of the view that the advertisement’s message was encouraging people to pay without leaving their car and was therefore not encouraging or condoning dangerous, illegal or unsafe practices.

The Chair said the advertisement had been prepared with a due sense of responsibility and there was no apparent breach of Principle 1 or Rule 1(e) of the Advertising Standards Code.

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.