

<b>COMPLAINT NUMBER</b>	19/165
<b>COMPLAINANT</b>	J Mills
<b>ADVERTISER</b>	Briscoes Group Ltd
<b>ADVERTISEMENT</b>	Rebel Sport, Television
<b>DATE OF MEETING</b>	29 April 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Rebel Sport advertisement showing adults and children racing to get Easter eggs in an Easter egg hunt. The voiceover said it part “You’d better be quick for Rebel’s epic Easter deal hunt.” As the advertisement ends the adults have a large pile of eggs while the children only have one each.

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

**Complainant, J Mills, said:** This advert advertises Easter eggs among what Rebel sports sells. The 2 adults rush for the Easter eggs pushing some of the young children and at the end of the advert the 2 adults are eating large eggs and the children little ones. This advert is against family mores and promotes greed and unfairness. I object the advert having been involved with school counselling where many young people have been treated unfairly.

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

**The Chair** noted the Complainant’s concern the advertisement promoted greed and unfairness and was against family morals.

The Chair carefully reviewed the advertisement and said while it showed adults competing with children, in her view the scenario was hyperbolic and used to highlight the competitive nature of sport, as well as the deals on offer at Rebel Sport over the Easter weekend.

The Chair said Rule 1 (c) of the Advertising Standards Code required her to consider whether the actions shown in the advertisement were likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that while she acknowledged the genuine concerns of the Complainant, in this case the threshold to cause serious or widespread offence had not been reached.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.