

COMPLAINT NUMBER	19/265
COMPLAINANT	S Bray & A Sedov
ADVERTISER	MediaWorks
ADVERTISEMENT	Rova, Television
DATE OF MEETING	30 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The 30 second television advertisement for Rova Radio and their app shows the lengths people will go to access it. They use the transfer of a mobile phone from radio host to radio host through grabbing it, catching it after being tripped and when the last host gets the phone – he is pleased and distracted and walks towards a moving bus.

The 15 second version of the advertisement shows the mobile phone being transferred from one radio host to another and the distracted host walking towards a moving bus.

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

Complainant, S Bray, said: The advertisement is for Rova, a radio-listening app. It features a raft of people who punch each other in order to steal a phone. It ends with a man being hit by a bus.

Whilst the ad is a bit tounge-and-cheek, it appears to promote violence including theft of mobile phones. And ending with a man being hit by a bus is bad taste.

Complainant, A Sedov, said: This ad shows the theft of mobile phones, violence in regard to stealing a mobile phone, and finally death via being hit by a bus.

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

The Chair noted the Complainants' concerns the advertisements could encourage stealing and violence.

The Chair referred to a precedent decision 19/246, which considered the same advertisement and was ruled no grounds to proceed. In that decision, the Complainant was concerned the image of the man appearing to walk into a bus was in bad taste. Decision 19/246 said in part:

“While the Chair acknowledged the scene showing the bus crossing in front of the host holding the phone could surprise viewers, she said the image did not show anyone being hit by the bus. The fleeting scene in the context of the overall irreverent nature of the advertisement was unlikely to cause fear or distress for most consumers.”

The Chair said this precedent directly applied to the Complainants' concerns about the scene involving the bus in both versions of the advertisement. The Chair said the advertisements used exaggeration and unrealistic images including cartoon-like special effects which made the scenarios less realistic.

In considering whether violence or theft is shown in the advertisements, the Chair said the scenarios were slap-stick comedy and any behavior shown would be seen in that light. The advertisements featured well known radio personalities including Jason Gunn, Amanda Gillies and Roger Farrelly. In the Chair's view, the transfer of the mobile phone from one radio host to another was not anti-social and did not depict the phone being stolen. She said the characters are colleagues who know each other and whom many consumers would also recognise.

The Chair ruled the advertisements did not reach the threshold to breach Principle 1 or Rule 1(f) of the Advertising Standards Code.

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

Chair's Ruling: Complaints **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.