

<b>COMPLAINT NUMBER</b>	19/295
<b>COMPLAINANT</b>	E White
<b>ADVERTISER</b>	30 Seconds
<b>ADVERTISEMENT</b>	30 Seconds, Television
<b>DATE OF MEETING</b>	19 August 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The 30 Seconds television advertisement shows a group of people sitting in a semi-circle with artist easels in the background. One man holds a painting and is introduced to the group “and now Barry here is going to describe exactly why this painting means so much to him.” Barry starts to cry and says “Sorry everyone, I just need 30 seconds.” The rest of the group pick up their bottles of 30 Seconds cleaner and leave the room to undertake different cleaning tasks. The group return to the circle and Barry starts explaining his painting.

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

**Complainant, E White, said:** Think its makes people with a mental health issue look stupid.

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

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(c): Decency and Offensiveness:** Advertisements must not contain anything that is indecent, or exploitative or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt abuse or ridicule.

**The Chair** noted the Complainant’s concern the advertisement was disparaging to those with mental health issues.

The Chair carefully reviewed the advertisement and said the scenario depicted was a group of people sitting in a semi-circle talking about art. The character being asked to speak takes a moment before he begins to talk about the painting he has an emotional connection to.

The Chair said in her view there could be a range of reasons for this group setting and the advertisement does not imply any specific explanation for the meeting. The Chair said the advertisement was using humour to emphasise the product name ‘30 seconds’ and how quickly it can work, for example while someone composes themselves. The Chair confirmed there was no mention of any mental health issues.

The Chair said the advertisement did not reach the threshold to cause serious or widespread offence and did not breach 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.