

COMPLAINT NUMBER	19/322
COMPLAINANT	L Scarlet
ADVERTISER	MediaWorks
ADVERTISEMENT	The Rock Radio Station Television
DATE OF MEETING	2 September 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for The Rock radio station showed a hand popping out of the ground and then doing the “Sign of the horns” hand gesture. The text for the advertisement said: “The world famous killer countdown returns”.

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

Complainant, L Scarlet, said: We watch the block on-demand on week nights about 7-8pm. My 8yrs old gets upset with the Rock radio station advertisement. The hands coming out of the ground is very scary for him. Can advertisements like this be played after 9pm please.

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

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

Rule 1 (g): Fear and Distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainant’s concerns the advertisement was scary for an eight-year old child.

The Chair noted that the advertisement had been screened on the OnDemand platform, which uses account holder profile information, such as age and gender, as well as the show’s target audience, when allocating advertisements. The Block programme is rated G, Approved for General Viewing and has a target audience of adults aged 25 to 54.

While acknowledging the concern the advertisement caused, the Chair said in the context in which it played, the advertisement did not reach the threshold to cause serious or widespread offence to most viewers.

The Chair ruled that the advertisement had been prepared and placed with a due sense of social responsibility to consumers and to society did not reach the threshold required to breach 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.