

<b>COMPLAINT NUMBER</b>	19/333
<b>COMPLAINANT</b>	M Duffy
<b>ADVERTISER</b>	Mediaworks
<b>ADVERTISEMENT</b>	The Sound, Radio
<b>DATE OF MEETING</b>	12 September 2019
<b>OUTCOME</b>	Settled – advertisement removed

**Advertisement:** The Sound radio advertisement for the band The Stranglers concert says in part: “Legend has it they decided to take heroin for a year to help with their creativity. The truth of it, they’ve delivered some of the important tunes in the soundtrack of our lives.”

**The Chair ruled the complaint was Settled.**

**Complainant, M Duffy, said:** Advertisement for a band playing concerts in NZ and music playing on the sound used a reference to the use of illegal drugs, glorifying their use. They decided to use heroin for a year to help with their creativity. This reference was overheard by my children while in the car on the way to school. This sort of reference glorifying illegal drugs is dangerous and I find it distressing as a parent that my children hear such a reference and think that heroin is a substance that could help them with creativity.

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

**The Chair** noted the Complainant’s concern the advertisement was glorifying the use of illegal drugs at a time when children could hear.

The Chair said that upon receipt of the complaint, the Advertiser had withdrawn the advertisement and replaced it with a generic version.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair's Ruling:** Complaint **Settled – advertisement removed**

#### **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.