

<b>COMPLAINT NUMBER</b>	19/341
<b>COMPLAINANT</b>	F Bowen
<b>ADVERTISER</b>	alt.
<b>ADVERTISEMENT</b>	alt., Television
<b>DATE OF MEETING</b>	16 September 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The alt. television advertisement begins with disclaimer message which says “alt would like to apologise for the misuse of carrots in the following endorsement. Due to current legislation we are not able to depict the product that kills 12 Kiwis every day.” The advertisement showed a man holding a carrot like a cigarette and the voiceover says in part: “We all know carrots kill more people than cars. Join me and 40,000 other Kiwis who have made the switch.”

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

**Complainant, F Bowen, said:** I saw this advertisement earlier in the night but didn't have the exact time.

I take HUGE offence to Alt telling children that "carrots kill more people each year than cars". We teach people 5+ a day, eat healthy, etc. Children can be hard enough to encourage vegetable consumption - then these idiots tell us (and our children) that carrots are bad and they will kill us.???

Please remove this offensive ad before more children refuse to eat certain vegetables!

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

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

**Rule 1(h): Health and Well-being:** Advertisements must not undermine the health and well-being of individuals

**The Chair** noted the Complaint's concerns the advertisement was offensive and threatened the well-being of children by claiming carrots are bad for you.

The Chair said the Advertiser was attempting to use humour by replacing cigarettes with carrots to comply with the restrictions on promoting their product as a smoking cessation device.

The Chair said the advertisement had been rated S830 (Special 830) by the Commercial Approvals Bureau, which meant it could only be broadcast after 8:30pm. The Chair noted the advertisement played during the programme *Michael McIntyres Big Show* which aired at 9:40pm on TVNZ 2. The Chair said given the timing, the advertisement was not targeting children and had aired within the constraints of its afforded rating.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility and was not in breach of Principle 1 or Rule 1(h) 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.