

COMPLAINT NUMBER	19/365
COMPLAINANT	K Wheeler
ADVERTISER	Vodafone NZL
ADVERTISEMENT	Vodafone TV, Television
DATE OF MEETING	30 September 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Vodafone TV shows actor Cliff Curtis describing his different characters in film such as gangster Cliff, arthouse Cliff and action Cliff. To demonstrate the action Cliff, the advertisement shows a fight scene in a bathroom where Cliff's character punches his opponent and kicks him through a toilet stall.

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

Complainant, K Wheeler, said: This contained violence including a man kicking another man in the face and I don't let my 4 year old daughter watch violent actions - I did not expect violence at this time of day

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

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

Rule 1(f): Violence and Anti-social Behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant's concern the advertisement showed a fight scene at an inappropriate time.

The Chair said the advertisement had been given a G (General) rating by the Commercial Approvals Bureau, which meant it may be broadcast at any time. The programme in which the advertisement aired, *Friends*, had been given a General Audience rating, meaning the advertisement had played within the constraints of its afforded rating.

While the Chair acknowledged the Complainant's concern about children seeing the image, she said it was used in the context of showing a scene in a movie and was hyperbolic in nature.

The Chair said the advertisement had not met the threshold to breach Principle 1 or Rule 1(f) 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.