

<b>COMPLAINT NUMBER</b>	19/459
<b>COMPLAINANT</b>	K Stokes
<b>ADVERTISER</b>	Visa New Zealand
<b>ADVERTISEMENT</b>	Visa New Zealand, Television
<b>DATE OF MEETING</b>	2 December 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Visa New Zealand television advertisement shows comedian Ronny Chieng shopping in a fast-past action movie scenario. He is seen running, biking and jumping into a boat. He pays for his purchase using a Visa app on his mobile phone and says “Don’t use cash like a caveman”. The advertisement ends with him asking for a bag for his giant inflatable toy purchase.

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

**Complainant, K Stokes, said:** I have recently seen the Visa ad where it advises to get an app on ones mobile to pay for goods ie a tap and go but what I object to is the statement "don't act like a caveman" to use cash. Cavemen disappeared thousands of years ago so I am not one of them. I still use cash from time to time for small purchases and to have an advertisement suggesting I'm a cave man is not right and objectionable to me. Also at the end of the ad is him asking for a bag for his purchase. These days we now take our own bags into stores for the goods we purchase. So once in the ad is stepping into the present and future and once is into the past. This is not correct and I OBJECT to it.

**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 it was offensive to call consumers who use cash a “caveman” and the advertisement seems to be advocating for the use of single use bags.

The Chair said the action-style format of the advertisement was a hyperbolic depiction of an individual trying to appear slick while racing to purchase an inflatable toy. The Chair said the use of the term “caveman” was a throw-away line in the advertisement using humour to show how easy it is to use Visa app.

The Chair said that although the Complainant did not appreciate the use of the term “caveman”, the threshold to cause serious or widespread offence had not been reached.

The Chair noted the reference to the request for a bag was also intended to be a hyperbolic attempt at humour given that the inflatable toy was clearly too large to fit into a bag.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it was not in breach of 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.