

<b>COMPLAINT NUMBER</b>	19/454
<b>COMPLAINANT</b>	T Macdonald
<b>ADVERTISER</b>	Frucor Beverages Ltd
<b>ADVERTISEMENT</b>	V Energy drink Television
<b>DATE OF MEETING</b>	9 December 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for V Energy drink depicts a young man sitting at his musical keyboard and looking at his mobile phone. In a fantasy scene, he then appears to enter into the world inside the phone. This world is populated with imagery from meme culture. As the man becomes lost in “the procrastination place” a voice says: “Snap yourself out of it, you’ve got a big gig tonight eh?”. A picture of a hand holding a can of V Energy drink is shown, with the text “MAKE IT HAPPEN”.

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

**Complainant, T Macdonald, said:** Advert is completely inappropriate clearly directed at a hallucinogenic drug culture.. utterly shameful - we parent 3 teenagers - find it offensive and disgusting how you allow adverts promoting the drug culture.

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

**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 concerns the advertisement promotes drug culture.

The Chair said the advertisement is a reference to the amount of time some people spend on their mobile phones, caught up in the digital world. The advertisement promotes V Energy drink as a means of ending what is described as procrastination and returning to activities in the real world.

The Chair said the advertisement did not reach the threshold to be likely to cause serious or widespread offence and did not show anti-social behaviour.

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.