

COMPLAINT NUMBER	19/476
COMPLAINANT	T Jones
ADVERTISER	Visa New Zealand
ADVERTISEMENT	Visa New Zealand, Television
DATE OF MEETING	16 December 2019
OUTCOME	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 then jumping into a boat. As he jumps with his giant inflatable toy he says “Go, go, go” to the driver. The boat speeds off with the man wearing the inflatable toy around his neck. The advertisement ends with the man in the shop with the giant inflatable toy saying “Can I get a bag for this?”

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

Complainant, T Jones, said: Visa are advertising on TVNZ in the evenings, their new mobile tap and go. While the ad is inane, the problem I see is that the person in the advert jumps into a speeding launch without a life jacket on. The driver of the launch has one but not the actor.

As we are approaching summer we are having water safety pushed at us and quite rightly so in the face of our appalling drowning record. Not a very good message.

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

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

Rule 1 (e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concerns about the advertisement showing a disregard for safety.

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 fact that the character jumps into the boat and speeds off without a proper life jacket was not ideal but was in keeping with the attempt at humour in the advertisement as the character is wearing the inflatable over his head. Given the ridiculous nature of the advertisement, the Chair said the fleeting image was unlikely to encourage or condone a disregard for safety.

While acknowledging the Complainant's genuine concern regarding water safety, the scene in the advertisement did not meet the threshold to breach Principle 1 or Rule 1(e) 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.