

<b>COMPLAINT NUMBER</b>	20/049
<b>COMPLAINANT</b>	D Cook
<b>ADVERTISER</b>	Gotink
<b>ADVERTISEMENT</b>	Gotink Radio
<b>DATE OF MEETING</b>	24 February 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The voiceover for the radio advertisement for Gotink said “Kelly’s mum told her to be budget conscious but unfortunately she has a malformed tympanic membrane and she heard ‘Be budgie conscious’ so she ended up with a house filled with tiny parrots...”

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

**Complainant, D Cook, said:** This company runs ads on the radio and makes references to people with a health condition. The current ad refers to hearing impairment and the previous ad referred to bowel issues.

The ad is to do with replacing printer ink cartridges. The references to health disorders is nothing to do with the actual product. I feel it is insensitive to those who do actually suffer from the conditions they refer to in jest.

This ad is played regularly everyday at the moment.

**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 concerns the advertisement was insensitive in the way it referred to a health disorder.

The Chair acknowledged the genuine concerns of the Complainant but said in this case the Advertiser’s humorous portrayal of a miscommunication, due to a hearing disorder, did not reach the threshold to cause serious or widespread offence.

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 calendar days of receipt of this decision.