

COMPLAINT NUMBER	20/112
ADVERTISER	Hope Project
ADVERTISEMENT	Hope Project, Television
DATE OF MEETING	30 March 2020
OUTCOME	No Grounds to Proceed

Advertisement:

The television advertisement for the Christian organisation called “Hope Project NZ” promotes a booklet called “HOPE for all” which has been distributed to letterboxes throughout New Zealand.

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

Complaint: This advertisement was of a religious and specifically of a christian nature, why is it that This happens in a country that according to 2018 census is 50% non religious and if Religious advertising is permitted why is it That one (Christianity) is favored over all the. The other diverse faith/religions that exist In this country? Either advertising should be Secular (ideal scenario) or all religions should get air time.

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 that there are more advertisements about Christianity than about other religions.

The Chair said advertisements of all kinds are permissible, as long as they are not in breach of the Advertising Standards Code. As with other types of advertisements, it is up to the individual advertiser to decide when and where they wish to advertise.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether an advertisement was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said the advertisement was not in breach 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.