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| COMPLAINT NUMBER | 20/139 |
| ADVERTISER | Go Media |
| ADVERTISEMENT | Go Media, Billboard |
| DATE OF MEETING | 14 April 2020 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The Go Media billboard advertisement says "To everyone working through at New World Kapiti, Aotearoa thanks you!". The billboard is followed by #GONZ #LOCAL AND VOCAL and the Go Media logo.

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

Complaint: I hereby wish to make the following complaint hopefully it is taken seriously : Kapiti Rd, Paraparaumu has a new Digital Billboard which was recently erected.

-- the complaint is simply--- under my / our " Treaty of Waitangi "-- the name is : New Zealand. --- not Aoteroa --flashing up on he billboard.

It is totally unacceptable an dis - respectful, bad attitudes and vert poor judgement insulting the people of NZ.

I value the terms Treaty a long with thousands of other kiwi's you bigoted attitude does nothing than reflect on you and the Coy.

Change it --- start promoting -- New Zealand -- an no other name --- it is rude, insulting and bears nothing more than slack advertisement.

This is ---New Zealand --- be proud of it --- not any other name ever I hope.

-- absolutely shameful how our Treaty is New Zealand -- not Aoteroa -- total disgrace.

It shows no respect to all New Zealanders who went to war, built this country because of some --- slack editor or journalist -- we have to endure.

Many people are very upset with this sign -- needs to be changed to -- New Zealand.

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 the advertisement was disrespectful to use Aotearoa instead of New Zealand.

The Chair noted Aotearoa is the Māori name for New Zealand. She said the likely consumer takeout would be the billboard company had used this as a substitute for the New Zealand in an informal message during the Government Lockdown.

The Chair said the Advertiser's billboard message was a thank you to essential workers for their contribution during the unprecedented times facing the country. The Chair said the Advertiser was entitled to use this alternative title for New Zealand in its advertising.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of Aotearoa instead of New Zealand in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said this threshold had not been reached and the advertisement had been prepared and placed with a due sense of social responsibility.

The Chair said the advertisement 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.