

COMPLAINT NUMBER	20/350
ADVERTISER	Trivago New Zealand
ADVERTISEMENT	Trivago New Zealand Television
DATE OF MEETING	17 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Trivago, a search engine to help compare accommodation options, showed a family of four "horsing around", expressing delight with the accommodation they have booked. The family tosses some pillows to each other and the father playfully pushes his son onto the couch.

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

Complaint: This advertisement shows a family staying in a hotel or motel. There are two boys and the parents leaping on furniture and throwing pillows and cushions at each other. This encourages others to do the same when staying at a facility and shows no respect for the facility. Exactly the sort of behaviour not wanted at a hotel/motel or bookabach. As a Bach owner I find this ad in poor taste.

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 might encourage people to behave badly when staying at hired premises.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the behaviour of the family in this context was indecent or likely to cause harm, in light of generally prevailing community standards.

The Chair said while the family was shown actively expressing its delight at the accommodation it had booked, there was no suggestion that it would do anything to mistreat or cause any damage to the premises.

The Chair said the advertisement was socially responsible and did not reach the threshold to be indecent or likely to cause harm or serious or widespread offence.

The Chair ruled 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.