

<b>COMPLAINT NUMBER</b>	20/266
<b>ADVERTISER</b>	Briscoes Group Ltd
<b>ADVERTISEMENT</b>	Briscoes, Digital Marketing
<b>DATE OF MEETING</b>	31 August 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Briscoes digital marketing advertisements on [www.stuff.co.nz](http://www.stuff.co.nz) provide information to consumers about purchase options during the current COVID-19 alert levels. The main banner advertisement in a Briscoes' brand colour states "COVID-19 Update" and links to detailed information on the Briscoes website on stores and click and collect options.

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

**Complaint:** I just went to the Stuff website for news and got a homepage takeover from Briscoes. Wondering if using Covid 19 Update as a banner heading to alert people to the fact that they can click and collect from a commercial enterprise is appropriate.

Covid 19 is serious, we are in a global pandemic and you have this company using it to highlight their click and collect services.

There are New Zealanders who have contracted Covid 19 and some that have passed away from it. There are families in quarantine and can't get to sick loved ones because of Covid 19. I find this advertising insensitive to the current environment we are living in with lockdown.

**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 reference to COVID-19 in Briscoes' advertising was insensitive, given the impact of the pandemic on families.

The Chair acknowledged the impact of the COVID-19 pandemic on all New Zealanders, those directly affected through illness or the quarantine process, along with businesses that have had to change operations to manage the requirements of different alert levels and keep operating to provide employment.

In this case, a nationwide business has changed its operations to comply with the restrictions under alert level 3 in the Auckland region and level 2 in the rest of New Zealand (at the time it was published). The Chair noted this is a direct result of the COVID-19 pandemic and the reference to this in the advertisements did not 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.