

COMPLAINT NUMBER	20/426
ADVERTISER	30 Seconds
ADVERTISEMENT	30 Seconds Television
DATE OF MEETING	21 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The 30 Seconds television advertisement shows a man walking along the footpath of a suburban street pushing a shopping trolley full of a 30 Seconds cleaning product called “Spray and Walk Away”. He meets a man who is cleaning his driveway using a product called Wet & Forget. He suggests the man use 30 Seconds instead of Wet & Forget, because it is cheaper.

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

Complaint: I wish to make a formal complaint about a cleaning product 30 seconds. It shows two men in conversation about the cleaning product. One of the men has stolen a shopping trolley. Here in Rotorua the dumping of trolleys is a problem. Promoting the practice on TV is not cool.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(f);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant’s concerns the advertisement shows a man using a stolen shopping trolley.

The Chair said it was not clear from the advertisement that the man had stolen the trolley and it is possible he had permission to use it.

The Chair said the use of the trolley in the advertisement helped to provide a strong visual display of the product being advertised, as well as indicating that the man had just returned from the shop where he has purchased the product.

The Chair said the advertisement was socially responsible and did not contain anything that condoned, or was likely to show, violent or anti-social behaviour or damage to property. The Chair said the advertisement was not in breach of Principle 1 or Rule 1(f) 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.