

COMPLAINT NUMBER	20/563
ADVERTISER	GotInk
ADVERTISEMENT	GotInk Radio
DATE OF MEETING	12 November 2020
OUTCOME	Settled

Advertisement: The radio advertisement for GotInk had a voiceover which said "... in Jerome's mind, he and his girlfriend were getting on like a house on fire. They'd been screaming, she ran from the house and someone had to dial 111...I know where you live, in fact I'm in the house right now..."

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

Complaint: To whom it may concern I wish to make a complaint about a Radio advert I just heard on More Fm radio station. The advertiser was got ink (cartridges). The advert portrays a man stalking a women. He has created a scary poem about being already in her house but unable to print his letter he writes his message on her house in petrol. I am horrified the was allowed to be broadcast. Stalking is a criminal offence and using petrol in a love message, is not a funny idea. I believe this advert makes fun of domestic violence many women (and men) are struggling with in real life every day. I personally have been a victim of an ex partner threatening to kill me and been through a sad and depressing court procedure that still affects me today. In my opinion More FM should have better advertiser screening and rules about what can be in an advert. Got Ink need to train their staff on what is humour and what is poor taste and upsetting. They should remove the advert and apologise to listeners and customers and make a monetary donation to an anti Domestic Violence Group or similar.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), 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(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.

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

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 was in poor taste.

The Chair noted that after receiving the complaint, the Advertiser had removed the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled**

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.