

COMPLAINT NUMBER	21/012
ADVERTISER	Energizer NZ Limited
ADVERTISEMENT	Energizer Batteries Television
DATE OF MEETING	18 January 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Energizer Batteries shows a cartoon character version of an Energizer battery conducting a laboratory experiment to test how long two different batteries last. The experiment involves two cats chasing two battery-powered laser pointers, one is powered by an Energizer battery and one powered by another unnamed brand. The laser pointer powered by the Energizer battery lasts several hours longer.

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

Complaint: Eveready batteries are being advertised by using laser pointers to play with cats by casting a laser spot on the wall. This is encouraging children to play with laser pointers which are, by design, dangerous if not properly handled. There is the potential to blind a cat (Or other animal) at the least and, possibly, people in the worst case.

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

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

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.

The Chair noted the Complainant's concern the advertisement encouraged children to take part in a dangerous activity.

The Chair considered the context for the scene, which is part of an advertisement promoting Energizer AA Batteries.

The Chair said the focus of the advertisement was to promote the product, by demonstrating its feature of longevity. The Chair said the advertisement did not encourage children to mistreat cats by using laser pointers in a way that is unsafe for cats.

The Chair said when considering the whole advertisement in context, it did not meet the threshold to encourage a disregard for safety and was not in breach of Principle 1 or Rule 1(e) 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.