

<b>COMPLAINT NUMBER</b>	21/024
<b>ADVERTISER</b>	Tower Insurance
<b>ADVERTISEMENT</b>	Tower Insurance Radio
<b>DATE OF MEETING</b>	26 January 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The voiceover for the radio advertisement for Tower says: “If you think burnout is what happens to uninspired office workers, and not a cool way to burn rubber when the lights turn green, you’ll love the Tower GoCarma app”.

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

**Complaint:** I’d like to complain about the radio ad heard on Newstalk ZB on Friday morning during the Mike Hiking show. It begins with "If you think burnouts are just for uninspired office workers..." or words to that effect. I find that incredibly offensive to those who have suffered or know someone who has suffered a mental health breakdown. That is not a trivial life event and is certainly not related to being "uninspired". I feel this ad is completely tasteless, ignorant of modern times and most of all offensive to those with mental illness.

**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 advertisement was offensive because it trivialised mental health issues.

The Chair said the advertisement was promoting an app from Tower Insurance which is designed to give feedback and other benefits related to safe driving.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the word “burnout” in this context was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair noted that the word “burnout” has different meanings, one of which is health-related and another which relates to potentially unsafe driving.

The Chair said that while she acknowledged the Complainant's objection to the use of the word "burnout" in the advertisement in a way that made light of mental health issues, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and it 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.