

COMPLAINT NUMBER	21/046
ADVERTISER	Coca-Cola Amatil New Zealand Ltd
ADVERTISEMENT	Pump NZ Television
DATE OF MEETING	9 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Pump NZ television advertisement showed a sweaty male cyclist dressed in lycra and cycling shoes, in a dairy. He purchased a bottle of Pump water, took a drink and began to dance. Young people, other customers and the staff member behind the counter stared at him and as the scene continued, store lights flashed on and off and everyone joined in the dancing. At the end, the cyclist finished the dance near one of the female actors who was standing at the Pump fridge getting her own bottle of Pump water. The advertisement ended with the tagline “Feels Like Pump”.

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

Complaint: Middle aged man in lycra dancing in front of teenage girls.
I find this offensive, inappropriate and unrealistic.

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.

Rule 1(c) of the Advertising Standards Code requires the Chair to consider whether the man in lycra dancing in a dairy in front of young people, in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said that despite the Complainant’s objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers. This is because the advertisement plays on humour; where rehydration from Pump water turns a lycra clad male cyclist into an expressive dancer in a dairy, where a mix of people watch the surreal situation unfold. The advertisement does not contain anything that is sexually inappropriate.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.