

COMPLAINT NUMBER	21/018
ADVERTISER	Genesis Energy
ADVERTISEMENT	Genesis Energy, Television
DATE OF MEETING	15 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Genesis Energy television advertisement introduced an energy supporter's shirt which measures the energy used to support the Emirates New Zealand team in the America's Cup campaign. The advertisement showed various supporters wearing the shirt including a man standing next to his dog on a truck with a mountain scene in the background.

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

Complaint: Genesis Electricity were showing an advertisement which was located in Milford Sound, Fiordland. This actor had a dog with him in the advertisement. Dogs are not allowed in any National Park. Milford Sound is in Fiordland National Park.

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

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

Rule 1(i) Protecting the environment: Advertisements must not depict or encourage environmental damage or degradation.

The Chair noted the Complainant was concerned the advertisement showed a dog in the Milford Sound National Park, which is prohibited.

The Chair said the ASA had confirmed with the Advertiser the scene with the man and his dog was filmed on farmland around Queenstown, not in Milford Sound as suggested by the Complainant.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(i) 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.