

COMPLAINT NUMBER	21/440
ADVERTISER	Save the Children NZL
ADVERTISEMENT	Save the Children, Television
DATE OF MEETING	13 September 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Save The Children shows three women, Pam, Chloe and Wendy, speaking to the camera in interview-style about their reasons for supporting the charity. As the women are speaking, images of children in wartime situations are shown on screen. The Save the Children logo, email address and 0800 number are displayed for the duration of the advertisement. The advertisement is inviting viewers to "leave a gift in your will" and provides details of how to "get your free guide". The voiceover calls viewers to "join Chloe Pam and Wendy. Be part of a better safe future for children with a gift in your will". The voiceover gives instructions to "get a free guide" and shows images of children smiling, eating and playing.

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

Complaint: Emotionally targeting elderly to "gift" in their wills. Specifically elderly females. This is a scam

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

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainant was concerned the advertisement was emotionally targeting elderly females and was a scam.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be this is an alternative way to make a donation to a well-known charity. The Chair noted the option of bequeathing a gift to a charity in a will is not a new concept and many charities offer this opportunity.

In considering whether the targeting of older women could cause distress, the Chair said the charity is appealing to a sector of society who are updating their will and may not have considered leaving a legacy to a good cause. The Chair said that all charities that advertise for support are seeking to gain exposure for a particular cause and consumers are free to engage with the request or not.

The Chair acknowledged the images of children suffering in war zones was a confronting subject, but said the Advertiser was entitled to highlight these issues in its bid to seek donations.

The Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(g) 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.