

<b>COMPLAINT NUMBER</b>	18/057
<b>COMPLAINANT</b>	D Kerrison
<b>ADVERTISER</b>	National Mini Storage
<b>ADVERTISEMENT</b>	National Mini Storage, Radio
<b>DATE OF MEETING</b>	26 February 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The radio advertisement for National Mini Storage begins with a conversation between two men as one buries rubbish bags in his back yard. One man says “Giddy mate – What’s with burying the rubbish bags in your back lawn? Some sort of hangi is it?” The other responds that he is burying his summer clothes to create space. His friend encourages him to use National Mini Storage instead to ‘create space’.

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

**Complainant, D Kerrison, said:** The mini storage ad featured Leigh Hart and another man. Leigh is storing his clothes in rubbish bags and storing in holes in his garden. The other guy asks him if Leigh’s having a hangi, implying casual racism. Maori do not eat rubbish bags, rubbish nor clothes in the hangi. I find this ad offensive.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Code for People in Advertising - Basic Principle 3.**

**The Chair** noted the Complainant’s concern the advertisement was racist and offensive by suggesting that burying rubbish bags was putting down a hangi.

The Chair agreed it was less than ideal for the act of burying rubbish bags in a back yard to be associated with putting down a hangi. The Chair noted the advertisement had a sense of ridiculousness about it, by referring to a man burying his summer clothes in rubbish bags in his backyard to create space in his home and another person asking a silly question about whether it was a hangi. The level of ridiculousness involved in the advertisement for a storage company would be obvious to most listeners at Newstalk ZB.

The Chair said the threshold for a breach of Rule 5 of the Code of Ethics and Basic Principle 3 of the Code for People in Advertising was serious or widespread offence, taking into account generally prevailing community standards and context, medium, audience and product.

While acknowledging the offence the advertisement caused to the Complainant, the Chair ruled the hangi reference in the advertisement in this instance did not reach the threshold cause serious or widespread offence, contempt or ridicule to people on the grounds of their ethnicity. The Chair said the advertisement had been prepared with a due sense of

responsibility to consumers and society and was not in breach of Basic Principle 4 and Rule 5 of the Code of Ethics or Basic Principle 3 of the Code for People in Advertising.

Accordingly, 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 days of receipt of this decision.