

COMPLAINT NUMBER	18/157
COMPLAINANT	L Buck
ADVERTISER	Vodafone NZL
ADVERTISEMENT	Vodafone, Digital Marketing
DATE OF MEETING	21 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Vodafone-On-Demand advertisement promoting the National-Sleep-In-Day cancer fundraising campaign, shows the Breakfast presenter, Matt McLean in bed and he says in part: "You could help fight cancer simply by sleeping. Next week I'll be sleeping in live on Breakfast with some special guests" He lifts the covers and tells those underneath to "stop moving and ruining the shot."

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

Complainant, L Buck, said: Vodafone sleep in for cancer advert is very sexual with the man in bed and whispering under the covers.

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

The Chair noted the Complainant's concern that the advertisement "is very sexual with the man in bed and whispering under the covers. "

The Chair noted the advertisement had been given a G (General) rating by the Commercial Approvals Bureau.

The Chair said the cancer fundraising campaign National Sleep-in Day" gave context to the presenter sitting in bed and was not graphic or salacious in nature. She said the people hidden under the covers were part of the scenario to build suspense about who the special guests are going to be on the up-coming 'live sleep-in' as part of the fundraiser.

While acknowledging the Complainant's concern, the Chair said the advertisement did not reach the threshold to be likely to cause serious or widespread offence to most consumers. Therefore, it had been prepared with a due sense of social responsibility and was not in breach of Basic Principle 4 or Rule 4 of the Code of Ethics or Basic Principle 5 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.