

COMPLAINT NUMBER	18/342
COMPLAINANT	P Chapple
ADVERTISER	Hellers Butchers
ADVERTISEMENT	Hellers Butchers, Television
DATE OF MEETING	5 October 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Hellers television advertisement shows a man cleaning his barbecue and says in part: "Summer's nearly here which means barbecue season is just around the corner. Here's a quick tip to get you ready. Always make sure your barbie is nice and clean before you start cooking. I like to give it a bit of a clean afterwards as well..." The man cleans the barbecue with a high-pressure hose, causing those people sitting near to scream and run from the water spray.

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

Complainant, P Chapple, said: Aiming a pressure washer at a group of outdoor diners is a very dangerous act and may suggest to some viewers that this is acceptable behaviour.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 12;

The Chair noted the Complainant's concern the advertisement showed a dangerous practice by aiming a high-pressure hose at people.

The Chair viewed the advertisement and said while the scenario shown in the advertisement was not ideal, the character using the hose did have it directed at the barbecue the entire time and the people sitting in close proximity were splashed with the residual spray rather than having the hose aimed directly at them.

The Chair acknowledged the genuine concerns of the Complainant however she said the advertisement used a level of humour and had not met the threshold to encourage a disregard for safety in breach of Basic Principle 4 or Rule 12 of the Code of Ethics.

Therefore, the Chair said 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.