

<b>COMPLAINT NUMBER</b>	18/413
<b>COMPLAINANT</b>	C van Wyk
<b>ADVERTISER</b>	Specsavers NZ
<b>ADVERTISEMENT</b>	Specsavers NZ, Television
<b>DATE OF MEETING</b>	14 January 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Specsavers television advertisement shows a cricket player walking past a lunch table of food and picking up a half an avocado instead of his groin protector. The man inserts the avocado into his trousers and walks onto the pitch and attempts to adjust the avocado into the correct position. The graphic on the advertisement says “Should’ve gone to Specsavers.”

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

**Complainant, C van Wyk, said:** It is a horrible advert to think that it is food that they used and so many people don’t have the luxury of eating it.

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

**The Chair** noted the Complainant’s concern the advertisement showed food being ruined and wasted.

The Chair reviewed the advertisement and said the Advertiser was using light-hearted humour with the unlikely scenario of a man mistaking an avocado for a groin protection guard in order to demonstrate the value of prescription glasses for those with poor eyesight.

While the Chair noted the genuine concerns of the Complainant with regard to the food being wasted, she was of the view that the advertisement did not meet the threshold to be likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said the advertisement had been prepared with a due sense of responsibility and there was no apparent breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

Therefore, 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.