

COMPLAINT NUMBER	19/135
COMPLAINANT	M Smith
ADVERTISER	Woolworths New Zealand Limited.
ADVERTISEMENT	Countdown Television
DATE OF MEETING	25 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Countdown supermarket and three charities: Salvation Army, KidsCan and Forest and Bird opens with a spokesperson for the Salvation Army. He says: 'If you swipe your One Card you have a chance to share in over \$100,000 worth of One Card rewards... Countdown will match the dollar amount and donate to Salvation Army...'. As he is speaking, he is interrupted by representatives from both KidsCan and Forest and Bird. Julie from KidsCan says "Hey we're all good causes, so if a customer wins, we let them choose". As well as winning One Card rewards, a customer can choose which of the three charities Countdown will donate to.

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

Complainant, M Smith, said: This ad I find does not give off a charitable attitude You have three charities competing against each other in an uncharitable way Also the Salvation Army man didnt know what a kiwi was They are pushing and shoving each other All charities are worthy and work together but this ad Im sorry does not show any charitable qualities at all.

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

The Chair noted the Complainant's concerns the advertisement showed charities competing against each other in an uncharitable way.

The Chair said the Advertiser had confirmed to the ASA Secretariat that all the charities involved had viewed and signed off on the script prior to filming.

The Chair said the advertisement did not contain anything that was likely to cause harm or serious or widespread offence.

The Chair ruled the complaint had no grounds 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.