

<b>COMPLAINT NUMBER</b>	19/119
<b>COMPLAINANT</b>	K Pearson
<b>ADVERTISER</b>	Gotink
<b>ADVERTISEMENT</b>	Gotink, Radio
<b>DATE OF MEETING</b>	18 March 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The radio advertisement for Gotink printer ink opens with “Printer cartridges – when you need’em go to gotink.co.nz. Enter the printer name, push ‘pay’ and you’re done. What the hell are we going to do with all this extra time in this 30 second radio ad?...”

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

**Complainant, K Pearson, said:** What does the words "What the hell am I going to do with 30 seconds?" in an ad got to do with Got Ink.co.nz.? Sick of hearing it - it breaches all decency. Distasteful. It's been running for a few months. Please get rid of it.

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

**The Chair** noted the Complainant’s concern the use of the phrase “What the hell am I going to do with all this extra time in this 30 second radio ad?” was distasteful.

The Chair said the advertisement relies on the use of humour to convey its message. The comment which is the subject of the complaint highlights that the speed and ease of ordering products from the Advertiser means their key message is short, and the rest of the time in the 30 second advertisement is not required.

The Chair said the word “hell” is not included in the Broadcasting Standards Authority “2018 Most Unacceptable Words in Broadcasting” which the Complaints Board refers when considering serious or widespread offence.

The Chair said the use of the word “hell” in this advertisement did not reach the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Code.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.