

COMPLAINT NUMBER	19/164
COMPLAINANT	K Sharp
ADVERTISER	Hazard Co Health and Safety
ADVERTISEMENT	Hazard Co Health and Safety, Out of Home
DATE OF MEETING	29 April 2019
OUTCOME	No Grounds to Proceed

Advertisement: The advertisement for Hazard Co appears on a work vehicle. The side of the vehicle features the company name Hazard Co and logo, stylised drawings of people being injured, a patient in a hospital bed and a workplace hazard notice. , The back of the vehicle has the company logo, a drawing of a man pointing his finger at the viewer and the words “The number one hazard is you “.

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

Complainant, K Sharp, said: This company truck was driving around our area on a school morning. I had my children in the car and had to distract them to not see images an impaled man, and a man cutting his leg off. I feel that this was inappropriate imagery to have on the road at any time of day when young children can see it and we cannot choose to turn it off like a tv channel

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

The Chair noted the Complainant’s concern the vehicle advertising showed imagery which was not appropriate for children to see.

The Chair said the images on the vehicle were stylised images in black and white. She took into account the educational context of the message in the advertisement, warning of the consequences of unsafe work practices and the direct relationship it had to the company’s role.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the use of the illustrations in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair acknowledged the genuine concerns of the Complainant but said in this case the threshold to cause serious or widespread offence had not been reached.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled the advertisement was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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.