

COMPLAINT NUMBER	19/208
COMPLAINANT	T Abbot
ADVERTISER	Christchurch Adventure Park
ADVERTISEMENT	Christchurch Adventure Park Facebook
DATE OF MEETING	21 June 2019
OUTCOME	Settled

Advertisement: The Facebook advertisement for Christchurch Adventure Park included a video which showed a group of people sitting round a table drinking beer.

The Chair ruled the complaint was Settled.

Complainant, T Abbot, said: The video header for the Facebook page shows activities and services available at the Adventure park. it is available on 12 June 2019. I object to this advertisement only because the group of people consuming the beer look like they are under 18 years of age and it looks like they are the ones who have been doing some amazing down hill riding. I accept that they may possibly be older, however because they look young the add will resonate with young males under 18. In other words the add normalises under age drinking and associates it with a highly appealing activity. This isn't acceptable.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 3 (c), Principle 1, Principle 3

The Chair noted the Complainant's concern the people in the advertisement drinking beer look like they are under 18 years of age.

The Chair noted the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the video that was the subject of the complaint. The Chair said it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**

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.