

COMPLAINT NUMBER	19/246
COMPLAINANT	K Stewart
ADVERTISER	MediaWorks
ADVERTISEMENT	Rova Radio, Television
DATE OF MEETING	15 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Rova Radio and their app shows the lengths people will go to access it. They use the transfer of a mobile phone from radio host to radio host through grabbing, catching it after being tripped and when the last host gets the phone – he is pleased and distracted and walks towards a moving bus.

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

Complainant, K Stewart, said: I think the ad is very bad taste as one of the DJs in the ad gets hit by a bus. Given the recent publicity of the two young men who were killed after being hit by a bus and the pedestrian last night I was quite upset by it

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

The Chair noted the Complainant's concern the advertisement was in bad taste showing someone being hit by a bus.

While the Chair acknowledged the scene showing the bus crossing in front of the host holding the phone could surprise viewers, she said the image did not show anyone being hit by the bus. The fleeting scene in the context of the overall irreverent nature of the advertisement was unlikely to cause fear or distress for most consumers.

Rule 1(e) required the Chair to consider whether the advertisement encouraged or condoned dangerous or unsafe practices. She said the advertisement used exaggeration and unrealistic images including cartoon-like special effects which made the advertisement less realistic. The Chair considered the scene also showed the danger of being distracted while crossing the road.

The Chair ruled the advertisement had not reached the threshold to breach Principle 1 or Rule 1(e) and Rule 1(g) 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.