

<b>COMPLAINT NUMBER</b>	19/236
<b>COMPLAINANT</b>	K Mcdonald
<b>ADVERTISER</b>	Torpedo7
<b>ADVERTISEMENT</b>	Torpedo7, Print
<b>DATE OF MEETING</b>	17 July 2019
<b>OUTCOME</b>	Settled – advertisement removed

**Advertisement:** The Torpedo 7 snow gear sale advertisement in the New Zealand Herald shows the sale offers available and says "Gear up. Take a sickie"

**The Chair ruled the complaint was Settled.**

**Complainant, K Mcdonald, said:** As a struggling small business owner employing 12 people I find this crass and subversive. It is an inappropriate way to be selling clothing and encourages illegal behaviour

To suggest getting a paid day off lying that you're ill while going on adventures is in poor taste

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

**The Chair** noted the Complainant's concern the advertisement was subversive by encouraging workers to lie to employers about being unwell in order to take a day off work.

Upon receipt of the complaint, the Advertiser has confirmed it would not look to run a campaign in the future headlining "Take a sickie".

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in agreeing not to run the advertisement again in its current form, the Chair said that 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 – advertisement removed**

#### **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.