

<b>COMPLAINT NUMBER</b>	19/232
<b>COMPLAINANT</b>	E Cross
<b>ADVERTISER</b>	Slingshot
<b>ADVERTISEMENT</b>	Slingshot Television
<b>DATE OF MEETING</b>	8 July 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The voiceover for the television advertisement for Slingshot mobile phones says “How good are mobile phones? ... you can even use them for phone calls”. As he says this an image of a phone with a picture of his mother and the words “Incoming Mum” appears. “Not now Mum” he says, as he deliberately disconnects the call.

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

**Complainant, E Cross, said:** Promoting a Mobile package deal where in the Advertisement the Mother of the person talking rings .  
His response is " Not now Mum " without asking why she had rung .

In my mind this reinforces our growing problem in NZ with Elder Abuse.

Not worthy of TVNZ

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

**The Chair** noted the Complainant’s concerns about the way the call from “Mum” was disconnected and the problem of elder abuse in New Zealand.

The Chair referred to a precedent decision, 17/296, which was ruled No Grounds to Proceed. In that decision a man goes to Subway instead of to his mother’s place, for “lamb without a side dish of Mum’s: ‘So when are you getting married?’”. In that decision the Chair said while this could be seen as thoughtless behavior on the part of the young man, she did not agree with the Complainant’s interpretation that the advertisement was disrespectful and offensive to mothers. The Chair said the advertisement had used a stereotype of a mother very interested in her son’s future with a level of humour to help offset possible offence.

Turning to the complaint before her the Chair said she did not consider this advertisement was “elder abuse”. She said there are times when it is appropriate or necessary to ignore incoming phone calls, such as during work hours, and no offence to the caller is intended.

The Chair said while the advertisement could possibly be viewed as “taking a dig” at the man’s mother, who may be a frequent caller, it did not reach the threshold to be considered likely to cause serious or widespread offence.

The Chair said the advocacy advertisement had been prepared with a due sense of social responsibility and 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.