

<b>COMPLAINT NUMBER</b>	19/254
<b>COMPLAINANT</b>	M van rijnsouwer
<b>ADVERTISER</b>	NZME
<b>ADVERTISEMENT</b>	Flava's Big Vape Radio
<b>DATE OF MEETING</b>	31 July 2019
<b>OUTCOME</b>	Settled

**Advertisement:** The NZME radio advertisement for Flava's Big Vape Challenge was introduced by two radio announcers chatting about doing "vape tricks" such as blowing smoke rings. One of them says "If you are that guy or girl that can do vape tricks you need to go and post a video of you doing it because there's a \$500 vaping prize pack to be won. Show us your tricks and use the #bigvapez, and also tag us in those photos. It instantly puts you in the draw".

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

**Complainant, M van rijnsouwer, said:** <https://www.flava.co.nz/win/flavas-big-vape-challenge/>

flava are running a competition that ask people to promote vaping/smoking by uploading pictures of them doing cool smoking tricks on social media. The winner gets 500 dollars of vaping supplies.

They are promoting nicotine products to a young vulnerable age group. They are promoting smoking to young people and are asking them to further promote smoking on social media. They are not promoting vaping as a way of stopping smoking or reducing smoking risks. Vaping still gives carcinogens (although less than cigarettes) and contains addictive nicotine. This promoting targets young people with addictive substances and therefore breaches standards in my opinion.

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

**The Chair** noted the Complainant's concerns about the advertisement promoting vaping.

The Chair noted the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement. 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**

#### **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.