

COMPLAINT NUMBER	19/239
COMPLAINANT	M Palmer
ADVERTISER	Brand Developers Ltd
ADVERTISEMENT	Fish Harvester Television
DATE OF MEETING	15 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Conrad Meier Fish Harvester showed the device in action at the beach. Freshly caught fish, some with the hooks still in their mouths, are shown coming out of the sea or lying on the sand. Some of the fishers hold up freshly caught fish to show the camera.

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

Complainant, M Palmer, said: The advertisement for FISH HARVESTER offends my family's sense of decency. We do not want to see fish that are obviously dying - and there are quite a number shown

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

The Chair noted the Complainant's concerns the advertisement shows a number of fish as they are dying.

The Chair said the advertisement is a realistic portrayal of what occurs when fish are caught, and this type of fishing is a legal activity.

While noting the Complainant and their family were offended by the advertisement the Chair said it was not likely to cause serious or widespread offence, according to prevailing community standards.

The Chair said the 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.