

COMPLAINT NUMBER	19/272
COMPLAINANT	S McKay
ADVERTISER	Vodafone New Zealand
ADVERTISEMENT	Vodafone New Zealand, Television
DATE OF MEETING	30 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Vodafone television advertisement for iPhone shows a range of people falling asleep while using their phones. The text says “You’ll lose power before it will. The longest battery life in an iPhone.”

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

Complainant, S McKay, said: While we are trying to reduce screen time this ad is advocating that screen time is more important than sleep, even for Children. I believe this is sending completely the wrong message and it should be pulled

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

The Chair noted the Complainant’s concern the advertisement was advocating screen time at the expense of sleep.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was that the Advertiser was promoting the long-life capacity of the iPhone’s battery. She said the Advertiser had used exaggerated scenarios of users falling asleep in order to demonstrate how the long battery could last.

The Chair said the advertisement depicted people using devices in everyday situations but was not advocating for a greater use of phones.

The Chair acknowledged the Complainant’s genuine concern but said the intent of the advertisement was not to undermine the health and well-being of individuals and there had not been a breach of Principle 1 or Rule 1(h) 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.