

<b>COMPLAINT NUMBER</b>	19/297
<b>COMPLAINANT</b>	B Clark
<b>ADVERTISER</b>	Electric Kiwi
<b>ADVERTISEMENT</b>	Electric Kiwi Facebook
<b>DATE OF MEETING</b>	19 August 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Facebook advertisement for Electric Kiwi showed a cartoon image of a man sitting at the edge of a children's ball pit holding on to a toaster. The text said "Your toaster doesn't need expensive power".

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

**Complainant, B Clark, said:** This company is making light of suicide by depicting a person holding a toaster while in a swimming pool.

They have tried to pass this off as the person son instead of apologising and removing the post.

"The country's annual provisional suicide number is once again the highest since records began, rising for the fourth consecutive year to a record 668 deaths.

New Zealand's suicide rate the number of suicides per 100,000 population - is now over 13 for the first time. It has been recorded as 13.67, up from 12.64."

- [https://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=12112773](https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12112773)

I want to see a formal public apology and donation to the new zealand suicide help line explaining why they are making the donation in relation to this disgusting post.

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

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(e): Safety:** Advertisements must not, unless justified on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

**Rule 1 (g): Fear and Distress:** Advertisements must not cause fear or distress without justification.

**The Chair** noted the Complainant's concerns the advertisement was making light of suicide.

The Chair said she disagreed with the Complainant's takeout of the advertisement as she didn't think the advertisement was about suicide. The Chair said the cartoon was set in a ball pit at a children's playground, not beside a swimming pool. She referred to the Electric Kiwi website where there is a link to a YouTube video version of an advertisement on a similar theme. The advertisement seems to be a spoof about new parents. It opens with a woman saying to a set of toasters: "We're going to have so much fun today at Toast Land". The next scene shows two men in a ball pit holding toasters. One of them says "Ooh, he's

just getting so big” as he lifts his four-slice silver toaster onto his lap. His companion says: “Toby’s amazing with crumpets, he’s so fussy though”. Taking this context into account, the advertisement was promoting the Electric Kiwi power company by analogy.

The Chair said the advertisement was not in breach of Principle 1 or Rules 1(e) or Rule 1(g) of the Advertising Standards Code. The Chair ruled that 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.