

COMPLAINT NUMBER	20/181
ADVERTISER	Save the Children NZL
ADVERTISEMENT	Save the Children, Radio
DATE OF MEETING	11 May 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Save the Children radio advertisement promotes its advocacy message of helping less fortunate children. The advertisement says Save the Children is in urgent need of assistance to help with providing healthcare and clean water and if help isn't received soon, the situation will worsen. The advertisement provides an 0800 number and web address and ends by saying "go online to give what you can".

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

Complaint: I am wanting to know if this is appropriate advertising asking to send money to overseas children in other countries when the level of unemployment and needy families here need as much help as they can to be fed and in some cases housed. I wasn't happy hearing this advert asking to send money overseas especially under the guise of COVID19 when our social and economic state is going to undergo an extreme change for the negative for many in NZ.

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

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

Rule 1 (c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant's concern it was inappropriate for the advertisement to be broadcast given the current social and economic environment.

The Chair said the advertisement is appealing to a sector of society who may have the financial capability to support an international child poverty charity. The Chair said there was no compulsion to give if consumers did not feel able. She noted the purpose of the advertising is to gain exposure for their particular cause which consumers can either choose to engage with or not.

The Chair said she was required to consider whether it breached the Advertising Standards Codes. Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the call to action to donate if you can in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair said that it was possible consumers may be less able to donate to charities due to the economic challenges caused by the COVID-19 pandemic, however, the advertisement

was unlikely to cause serious or widespread offence and had been prepared and placed with a due sense of social responsibility to consumers and to society.

The Chair said the advertisement 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 calendar days of receipt of this decision.