

<b>COMPLAINT NUMBER</b>	20/204
<b>ADVERTISER</b>	SPCA
<b>ADVERTISEMENT</b>	SPCA, Television
<b>DATE OF MEETING</b>	25 May 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The SPCA television advertisement is a call to action to help support neglected animals. The advertisement shows a selection of animals who are abandoned, injured or emaciated. The voiceover says "animals across New Zealand need your help to escape cruelty, escape neglect and to give them a better life".

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

**Complaint:** The emaciated puppy was far too gruesome for children to watch and counterproductive. I was personally shocked and upset that 1) TV1 would allow this and 2) that the SPCA would imagine this depiction helpful to their cause.

**The relevant provisions were Advertising Standards Code - Principle 1, 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(g) Fear and distress:** Advertisements must not cause fear or distress without justification

**The Chair** noted the Complainant's concern the advertisement uses shocking images which are inappropriate for children.

The Chair said the advertisement which showed a number of animals in distressing states of neglect is intended to raise awareness about the treatment some animals are forced to endure. The Chair acknowledged these images can be confronting and that the Advertiser was using emotional triggers in order to garner support. She said because of the nature of the advertisement, its placement was an important factor.

The Chair noted the advertisement had been afforded a GXC (General Except Children) rating by the Commercial Approvals Bureau, which meant it may be broadcast at any time except during programmes which are intended specifically for children under the age of 13.

The Chair said the Complainant saw the advertisement during *One News*, which is categorised as Unclassified Programming. The Broadcasting Standards Authority refers to Unclassified Programming as "news, current affairs, sports and live content that is not, because of its distinct nature, subject to classification. However, broadcasters must be mindful of children's interests and other broadcasting standards and include audience advisories (i.e. a warning) where appropriate."

The Chair said the advertisement had therefore played within the constraints of its afforded rating.

The Chair said the important cause the Advertiser was supporting meant the advertisement was justified in showing the reality of animal cruelty and neglect.

The Chair ruled the advertisement had been prepared and placed with a due sense of social responsibility, taking into account context, medium, audience and product and was not in breach of Principle 1 or Rule 1(g) of the Advertising Standards Code.

**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 calendar days of receipt of this decision.