

<b>COMPLAINT NUMBER</b>	20/206
<b>ADVERTISER</b>	NZ Transport Agency
<b>ADVERTISEMENT</b>	NZ Transport Agency, Television
<b>DATE OF MEETING</b>	6 July 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The NZTA television advertisement advocates for safer riding of motorcycles. The advertisement shows Shari, a motorcycle rider navigating tight turns along a beach side road. Shari talks about "flow" and "Challenging yourself to be better". The advertisement ends by showing Shari next to her motorbike with her philosophy being "Style and grace over pace" followed by the text "Respect every ride".

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

**Complaint:** The ad with the women riding the motorbike depicts a very fast load bike riding too fast yet is asking everyone to 'challenge the ride'. The bike sounds like a boy racer and it certainly is giving very mixed messages!

**The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(e), Rule 2(e);**

**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 justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2(e) Advocacy advertising:** Advocacy advertising must clearly state the identity and position of the advertiser. Opinion in support of the advertiser's position must be clearly distinguishable from factual information. Factual information must be able to be substantiated.

**The Chair** noted the Complainant's concern the advertisement was showing excessive speed on a motorcycle and issued a challenge which gave a mixed message.

The Chair said the advertisement was an example of advocacy advertising where the Advertiser, the New Zealand Transport Agency, was attempting to promote safer motorcycle riding. The Chair confirmed that the identity and message of the advertiser was clear. The Chair said the intention of this advocacy advertisement is to encourage motorcyclists to embrace good driving practises by focusing on "style and grace over pace" (speed).

The Chair considered the likely consumer takeout of the advertisement encouraged motorcyclists to focus on the quality of the driving on each journey rather than the speed.

The Chair said the advertisement was not giving a mixed message as there was no indication the motorcyclist was driving over the speed limit.

The Chair said the advertisement was not in breach of Principle 1, Rule 1(e) Principle 2 or Rule 2(e) 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.