

| | |
|-------------------------|-----------------------|
| COMPLAINT NUMBER | 20/402 |
| ADVERTISER | Chorus NZ |
| ADVERTISEMENT | Chorus, Television |
| DATE OF MEETING | 7 September 2020 |
| OUTCOME | No Grounds to Proceed |

The Chorus advertisement targets late adopters of fibre. By connecting to Chorus fibre problems experienced with a copper connection are a thing of the past, which supports the tag line “It’s how we internet now.” The advertisement shows a group of friends who stage a ‘technology intervention’ for their friend Carl who is still on copper broadband.

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

Complaint: The Complainant objected to the use of Debussy’s Clair de Lune music as the background soundtrack for the advertisement and considered it to be “extremely inappropriate”.

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 acknowledged the Complainant’s concern the use of Debussy’s Clair de Lune music in the advertisement was inappropriate.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the music in this context was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair acknowledged the genuine concerns of the Complainant and their views on the type of music that would be more appropriate, but said the music choice for the soundtrack to the advertisement did not meet the threshold to be likely to cause serious or widespread offence for most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it 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.