

COMPLAINT NUMBER	20/454
ADVERTISER	dtr New Zealand
ADVERTISEMENT	dtr, Television
DATE OF MEETING	28 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The dtr television advertisement shows a man with a chainsaw cutting down a mail box filled with bills. The voiceover says “Need to get on top of those bills? With a dtr debt consolidation loan, you can bundle your debts into one manageable payment.”

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

Complaint: The ad shows a person starting a chainsaw in an unsafe manner and not wearing chaps.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(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.

The Chair noted the Complainant’s concern the advertisement showed an unsafe practice.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be the Advertiser was using a hyperbolic representation of a man cutting down his letterbox to promote their debt consolidation product for consumers to get on top of their debts.

The Chair acknowledged the genuine concerns of the Complainant about safety and said noted the man in the advertisement was wearing protective eye and ear covers, jeans and boots. She noted that ideally people should use safety trousers or chaps when operating a chainsaw.

The Chair took into account the scene was hyperbolic and short and took place at the man’s home. The Chair did not consider the advertisement reached the threshold to condone or encourage an unsafe practice and said the advertisement was not in breach of Principle 1 or Rule 1(e) 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.