

COMPLAINT NUMBER	20/499
ADVERTISER	Oceania Healthcare
ADVERTISEMENT	Meadowbank Village, Unaddressed Mail
DATE OF MEETING	9 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Oceania Healthcare unaddressed mail advertisement promotes the Meadowbank Village retirement home. The advertisement is headed "Live the lifestyle you want at Meadowbank Village." The advertisement includes an image of two men conversing over a beer.

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

Complaint: This add is promoting the consumption of Alcohol
Many people over 60 are being advised by Doctors to quit drinking Alcohol
This add is not helping and its blatant product placement
Why can't the simply be having a conversation without Beer reinforcing men can't talk with out a beer

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

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

Rule 1(h) Health and well-being: Advertisements must not undermine the health and well-being of individuals.

The Chair noted the Complainant's concern the advertisement is promoting the consumption of alcohol.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was it promotes a retirement village and includes a reference to the companionship aspect of living in a community setting. The Chair acknowledged the genuine concern the Complainant has about alcohol consumption, however she considered the presence of alcohol in the advertisement was incidental to the overall message. She noted there were no alcohol brands visible in the advertisement or any indication of over-consumption.

The Chair said the advertisement did not undermine the health and well-being of individuals and had been prepared and placed with a due sense of social responsibility. The Chair ruled the advertisement was not in breach of Principle 1 or Rule 1(h) 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.