

COMPLAINT NUMBER	21/055
ADVERTISER	Z Energy
ADVERTISEMENT	Z Energy Television
DATE OF MEETING	15 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Z Energy television advertisement promotes the Z App, as a quick and easy way to pay for fuel. The woman featured in the advertisement is wearing motorcycle leathers and standing next to her motorbike. Referring to the Z App she says "...Now I can get back to what I do best, faster than ever".

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

Complaint: The ad features an older woman at the petrol pump and is promoting paying at the pump with 'pay by play' as being a more convenient method of payment. The issue I have is around safety as at the end of the ad the woman says "Now I can get back to doing what I do best EVEN FASTER". With the high volume of motorcycle crashes in this country and proactive attempts by ACC to lower these by offering Ride Forever training to motorcyclists, I feel this ad indirectly encourages/promotes speed. The ad would be just as effective in promoting the payment option if the woman featured ended her line by saying "now I can get back to what I do best.

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(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 was encouraging motorcyclists to drive faster.

The Chair said the focus of the advertisement was promoting a product, the Z App, a new way of paying for petrol. The Chair said while it was possible to interpret a comment made by the woman in two different ways, one interpretation was more probable. The Chair said in the context of the advertisement for the app, the likely consumer takeout of the comment "...Now I can get back to what I do best, faster than ever" is: now the woman can return more quickly to riding her motorbike, not now the woman can return to riding her motorbike even faster than before.

The Chair said the advertisement did not meet the threshold to encourage a disregard for safety and was not in breach of Principle 1 or Rule 1(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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.