

COMPLAINT NUMBER	21/056
ADVERTISER	Wilson Parking NZL Limited
ADVERTISEMENT	Wilson Parking, Billboard
DATE OF MEETING	15 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Wilson Parking billboard advertisement shows a woman sitting behind the wheel of her car holding a coffee cup. The text says "Stress Free. Keep your bubble safe. Commute in your own space".

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

Complaint: Profiteering from a pandemic and inciting fear in public transport.

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(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complaint was concerned the advertisement was inciting fear about taking public transport during a pandemic in order to increase profits.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was there is less exposure to any potential COVID-19 virus in the community in a private car than on public transport. The Chair said this was a factual statement which the Advertiser can refer to in its advertising.

Rule 1(g) of the Advertising Standards Code required the Chair to consider whether the advertisement caused fear or distress without justification. The Chair said the Advertiser was making a legitimate point about reducing close contact with people by driving and using its car parks. The Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(g) 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.