

COMPLAINT NUMBER	21/054
ADVERTISER	Department of Prime Minister and Cabinet
ADVERTISEMENT	Department of Prime Minister and Cabinet Television
DATE OF MEETING	2 March 2021
OUTCOME	Settled

Advertisement: The Department of Prime Minister and Cabinet television advertisement talks about the importance of scanning in using the Covid tracer app and sanitising or washing hands. The end of the advertisement shows two people running into the sea with an inflatable pool toy.

The Chair ruled the complaint was settled.

Complaint: Channel one 6.30pm. Advertisement for use of Covid tracker. The two actors at the end park at a beach or lake and run towards the water with a water melon shaped pool toy. All summer I have heard pleas on the radio from surf lifesaving to not take inflatable pool toys to the beach or lakes as they are not safe for use outside of a pool. Many rescues apparently required as a result of this behaviour. Inappropriate for this to be in a Covid ad especially where the focus of the message is about safety.

The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(e), Rule 2(e);

The Chair noted the Complainant's concerns the advertisement portrayed an unsafe situation.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

Chair's Ruling: Complaint **Settled**

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.