

COMPLAINT NUMBER	21/165
ADVERTISER	Electric Kiwi
ADVERTISEMENT	Electric Kiwi Television
DATE OF MEETING	12 April 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Electric Kiwi television advertisement featured a girl singing the Electric Kiwi song, with others, and saying to viewers to “We’re Electric Kiwi and I would love for you to join us”

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

Complaint: This advert includes a young girl (approx. 10 - 12) ..

the subject is clearly provocative behavior, regarding opinion on a power company. I feel personally, it is grossly inappropriate to use a child to try and secure new customers. Obviously other young viewers will be influenced to tell their parents etc.

The relevant provisions were Advertising Standards Code – Principle 1, Rule 1(d)

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

Rule 1(d) Exploitation of Children and Young People: Advertisements must not portray or represent anyone who is, or appears to be, under 18 years old in any way that is exploitative or degrading or inappropriate for their age.

The Chair noted the Complainant’s concern the advertisement used a child in an inappropriate way.

The Chair said the girl featured in the advertisement is not presented in a way that is exploitative or degrading or inappropriate for her age. Her role in the advertisement is in keeping with the general improvised theme.

The Chair said the advertisement did not meet the threshold to breach Principle 1 or Rule 1(d) 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.