

COMPLAINT NUMBER	21/223
ADVERTISER	Slingshot
ADVERTISEMENT	Slingshot, Television
DATE OF MEETING	10 May 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Slingshot television advertisement shows an orange hand-puppet promoting three broadband offers; a free mobile plan for a year, \$200 of free power for a month or two months of free broadband. The \$200 of free power is promoted showing the puppet and a woman under a sunbed. The puppet says “Does it look like I’m turning a little bit orange to you?”

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

Complaint 1: Given the clear risks and controls in place around sunbed use, I don't think it is appropriate for Slingshot to be promoting their use in their advertising

Complaint 2: This ad shows the time saved by having a Slngshot plan, so you have time to do other things. My complaint is that one of the activities a slingshot customer could spend time doing is getting a tan. It shows a young woman in a bikini, in a sunbed. Sunbeds are strongly linked to the development of melanoma and other skin cancers because of the UV radiation used to the exposed skin. Levels of UV used by sunbeds are higher than those we receive from the sun. NZ and Australia share the highest rates of melanoma in the world so this depiction flouts social responsibility. Having worked for the Cancer Society I feel this is totally unnecessary and should not be on TV where tanning using a sunbed becomes viewed as normalised. behaviour

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 Complainants were concerned the advertisement promoted and normalised the use of sunbeds, which are dangerous.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be the advertisement is promoting three offers, one of which is \$200 worth of free power over 2 months for customers to use however they choose.

While acknowledging the Complainants' genuine concerns, the Chair said the use of sunbeds is not illegal for people over the age of 18 years. The Chair noted the use of the sunbed in the advertisement was for humorous effect, comparing the orange colour of the puppet with the possible tanning results from sunbed use.

The Chair said the advertisement was mocking the use of sunbeds rather than promoting them and did not undermine the health and well-being of individuals.

The Char ruled the advertisement did not reach the threshold to breach Principle 1 or Rule 1(h) of the Advertising Standards Code.

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

Chair's Ruling: Complaints **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.