

COMPLAINT NUMBER	21/329
ADVERTISER	Hnry
ADVERTISEMENT	Hnry, Television
DATE OF MEETING	28 June 2021
OUTCOME	Settled- advertisement amended

Advertisement: The television advertisement for Hnry shows two tradesmen discussing a sales transaction taking place. One of the men asks the other what happened to his work ute. The second man replies, "Tax bill, got my GST wrong so had to sell it to Ben". The advertisement then shows Ben driving past in a Hilux with the window open, arm over the side and without a seatbelt on. The advertisement then reveals the transaction concerned the sale of a scooter with tool boxes strapped on the back in a precarious manner. The advertisement ends with the buyer of the scooter driving off with a ladder strapped on the side of the scooter. The advertisement ends with the Hnry logo and slogan "Never think about tax again".

The Chair ruled the complaint was Settled.

Complaint: After an evening full of public health warnings about wearing seatbelts, the Hnry ad shows a man pull up in a van to speak to his friends, and he's clearly not wearing a seatbelt.

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

The Chair noted the Complainant was concerned the advertisement showed the unsafe practice of not wearing a seatbelt while driving.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser amended the advertisement to include the driver wearing a seatbelt during the scene subject to complaint.

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

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled- advertisement amended**

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.