

<b>COMPLAINT NUMBER</b>	21/372
<b>ADVERTISER</b>	Lion
<b>ADVERTISEMENT</b>	Speights TVNZ Ondemand
<b>DATE OF MEETING</b>	29 July 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Speights On Demand television advertisement uses viewers' names to personalise the advertisement. A video shows men drinking Speights while playing pool at a pub. The video is bordered by a static image of a hand holding a Speights bottle with text underneath stating, "[the viewer's name], I've got a beer with your name on it".

**The Chair ruled the Complaint was Settled.**

**Complaint:** I was horrified to see the Speights advert with my name on it. The ad literally said my name, we have a beer with your name on it.

My first complaint is about personalizing their advert with my name. Not only is it creepy but it was not asked for. And second complaint, as a recovering Alcoholic this kind of advertising is completely unacceptable and quite frankly dangerous for someone in my position.

I do not give my consent for my name to be used in this way. Disrespectful and invasive.

Two other complainants had similar concerns.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(b), Rule 1(g); Code for Advertising and Promotion of Alcohol - Guideline 1 (a), Principle 1;**

**The Chair** noted the Complainant was concerned the advertisement was not appropriate to be shown on TVNZ Ondemand as it was for an alcohol product.

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 removed the advertisement from the TVNZ Ondemand platform. The Advertiser confirmed they will not use the advertisement again in its current form.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of removing 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**

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.