

COMPLAINT NUMBER	21/479
ADVERTISER	The University of Waikato
ADVERTISEMENT	The University of Waikato Television
DATE OF MEETING	27 September 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Waikato University used fast-moving imagery and flashing text, accompanied by percussion music. The advertisement began and ended with the university name and logo. It highlighted several words, such as "knowledge", "discovery", "good times", "community", "belonging", "determination" and "celebration".

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

Complaint: While watching television shows on TV on Demand or YouTube, or Twitch, the ad for Waikato University is painful. The ad is very flashy with its graphics and I'm surprised it does not have a epileptic warning beforehand. The ad is also long and is 30 seconds of quick successions of changing images. I have Irlens Syndrome and this does hurt my eyesight. This ad has been broadcasting for the last few weeks. Maybe a month max? It is painful to view.

With all of this, the ad is quite useless as it tells me nothing about what the University offers for future students. It just gives me a headache.

The relevant provisions were Advertising Standards Code - Principle 1.

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

The Chair noted the Complainant was concerned the advertisement had flashy graphics and was painful to view.

Principle 1 of the Advertising Standards Code required the Chair to consider whether the advertisement had been prepared and placed with a due sense of social responsibility.

The Chair noted that Irlens Syndrome is a perceptual processing disorder affecting the brain's ability to process visual information. The Chair said the advertisement was designed to appeal to young people, to encourage them to enrol at Waikato University.

The Chair acknowledged the Complainant's concern related to a specific health condition, which made the advertisement painful to view. While the Chair was sympathetic, this was not a matter that was covered by the Advertising Standards Code.

The Chair ruled the advertisement had been prepared with the due sense of social responsibility required and it was not in breach of Principle 1 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.