

COMPLAINT NUMBER	21/348
ADVERTISER	SKY Television
ADVERTISEMENT	SKY, Television
DATE OF MEETING	15 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The SKY television advertisement features several TV personalities congratulating those who have been vaccinated against COVID-19 and encouraging them to support those who have not. The advertisement highlights that the vaccine has been "tried and tested by billions all over the world". The Sky logo is visible in the top left corner during the advertisement, and it ends with the Sky logo in the centre of the screen and a rural landscape in the background.

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

Complaint: The advertisement promotes bullying people by identifying and pressuring them into a medical procedure.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(g).

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainant was concerned the advertisement was bullying and pressuring viewers into a medical procedure.

The Chair said the advertisement was a brand advertisement from SKY associating its business with the drive to get the New Zealand population vaccinated.

The Chair noted the advertisement promoted SKY's initiative to suggest people who have had the vaccination "reach out to your friends, whānau, aiga who are still on the fence."

The Chair said the Advertiser was reflecting a message for which there is a large amount of information available from a variety of sources about COVID-19, including the Government, the science community, news media and interest groups.

Rule 2(g) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause fear and distress without justification. The Chair said the language used in the advertisement was neither aggressive or bullying in narrative or tone. She said the people in the advertisement who were SKY staff members were encouraging those who have been vaccinated to open a dialogue with loved ones who may be hesitant. The advertisement used language such as "Be respectful and have a yarn" and "help

support them.” The Chair said this messaging did not breach Rule 1(g) of the Advertising Standards Code.

The Chair said the advertisement is not in breach of Principle 1, or Rule 1(g) 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.