

COMPLAINT NUMBER	22/025
ADVERTISER	Powershop
ADVERTISEMENT	Powershop, Television
DATE OF MEETING	31 January 2022
OUTCOME	No Grounds to Proceed

Advertisement: The 30-second Powershop television advertisement shows a group of friends around a table. One of the women comments that "it's nice to see someone making an effort" after a large neon pink character tries to offer a bottle of wine. The table then discusses the level of effort "theirs" makes, with one man saying "at least yours doesn't sing all the time". Another man adds, "or rhyme", then says, "you'd be surprised what rhymes with roll-over". The advertisement ends with the man admitting that he is very unhappy. Text on screen states "Ready to move on?" and the Powershop name and logo is shown in neon pink lettering.

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

Complaint: There is a series of power shop adverts playing regularly on tv. I can't be sure about the exact time of the ad, I'm sure it'll be back on within the next hour. 🙄
I never thought that I was prudish until I saw the recent ads. They are based on very awkward conversations around a dinner table.
I don't know what they are trying to achieve with these ads, but they are just disturbing.

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

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

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant was concerned the advertisement was awkward and disturbing.

The Chair said the advertisement was part of an on-going campaign using a giant animated character representing an analogy of how the Powershop company sees its relationship with its customers. The advertisement uses humour by showing a group of people comparing their relationship with their own energy providers with their friend's relationship with Powershop. The guests make reference to the advertising campaigns of some well-known competitor energy companies who use singing and rhyming in their campaigns. The Chair acknowledged the conversation included some sexually suggestive innuendo.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the double entendres in the context it was broadcast, was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that

despite the Complainant's objections to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of Principle 1 or Rule 1(c) 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.