

<b>COMPLAINT NUMBER</b>	22/012
<b>ADVERTISER</b>	Tourism New Zealand
<b>ADVERTISEMENT</b>	Tourism New Zealand, Television
<b>DATE OF MEETING</b>	17 January 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Tourism New Zealand television advertisement promotes their 100% Pure NZ campaign by showcasing a number of tourism activities such as surfing, paddle-boarding, kayaking, and eating at local restaurants. The advertisement shows a person in a helmet jumping into a waterfall and celebrating the experience. It encourages viewers to "do something new, New Zealand". The advertisement ends with the "100% PURE NZ" logo.

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

**Complaint:** Last suggestion in advertisement suggests it could a great idea to jump into a waterfall if you haven't tried this before.

How irresponsible, to suggest this even with a helmet on.

We've had so many water related accidents over the past few weeks in this country why encourage something like this.

This suggestion is crazy idea and totally irresponsible in my opinion.

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

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

**Rule 1(e) Safety:** Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

**The Chair** noted the Complainant's concern that the advertisement was not socially responsible as it encourages people to jump from the top of a waterfall.

The Chair carefully reviewed the advertisement. She said that the advertisement was aimed at Kiwis, encouraging them to "do something new" in their summer holidays. The advertisement showed scenes of people exploring nature in creative ways and taking part in both commercial and non-commercial tourism activities.

The Chair noted that the people shown jumping from the top of the waterfall and high-fiving below were wearing life jackets and helmets. As both people were wearing the same helmet, the Chair felt that the average consumer would understand that this was an organized tourism activity, operated according to the necessary health and safety measures procedures. The Chair did not consider it met the threshold to be said to encourage dangerous or reckless conduct.

The Chair noted the Complainant's concern was in part in response to the significant number of water-related accidents and deaths in the recent months. The Chair

acknowledged this context but said the Tourism New Zealand advertisement showed 13 different activities in the 30 second advertisement and the scene, showing the organised activity of jumping from the waterfall, was fleeting.

The Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(e) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaints 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](http://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.