

COMPLAINT NUMBER	22/162
ADVERTISER	New Zealand Post Limited
ADVERTISEMENT	NZ Post, Television
DATE OF MEETING	7 June 2022
OUTCOME	No Grounds to Proceed

Advertisement: The NZ Post television advertisement shows two children speaking to a courier driver in their neighbourhood. They ask the driver about the new NZ Post logo, and he explains it has changed from the envelope because they deliver "pretty much anything these days". The younger child asks if he has any dinosaurs and the driver laughs. The advertisement then cuts to the younger child balancing on the back of the older child to peer into the window of the van. The older child asks, "Are you sure there aren't any in there?".

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

Complaint: I found the recent NZ post advertisement a bit concerning. It shows two kids asking the driver and then checking the inside of his van. Two issues I would like to point out:

1. The kid's attitude towards the driver was disrespectful.

2. Them taking a look inside the van is not setting the right example.

In light of recent incidents involving ram raids and shop break-ins, the ads should portray good, respectful behavior. Showing kids to be uncourteous and peeping into vans for no good reason isn't a good idea - would they steal if they found something they liked? And ads like this isn't amusing and just makes kids feel it's ok to behave like that.

Hope some thought is put into this.

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

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.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair acknowledged the Complainant's concern that the advertisement shows children acting in a disrespectful manner, which does not set a good example for young audiences.

The Chair reviewed the advertisement. She noted the children initiate a conversation with a courier driver and display curiosity about his deliveries. She said the consumer takeout of the advertisement is that NZ Post's delivery service covers a broad range of items.

The Chair said the advertisement used humour to convey the message. She said the advertisement played on the innocence and imagination of the children, as their response to the courier driver's claim to deliver "pretty much anything" is that this may even include that which is impossible – dinosaurs. She believed it was unlikely most audiences would consider the behaviour shown to be inappropriate or irresponsible for children of that age.

She said the advertisement had been prepared with a due sense of social responsibility and did not reach the threshold to breach Principle 1, Rule 1(c) or Rule 1(f) 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.