

COMPLAINT NUMBER	21/196
ADVERTISER	Casumo
ADVERTISEMENT	Casumo Television
DATE OF MEETING	30 April 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Casumo television advertisement showed groups of people playing casino games. Near the end of the advertisement the text “Play Your Way” appeared in big letters. Across the bottom of the screen throughout the advertisement was the text: “Casumo.net is a free to play gaming website. R.18”

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

Complaint: The Casumo advertisement that screened held a disclaimer through the entirety of an add that Casumo was not a gambling website. The ad contains a large amount of gambling imagery, including a man playing what is obviously a slots style game.

The relevant provisions were Gambling Advertising Code, Principle 1, Principle 2, Rule 2(a):

Principle 1: Social Responsibility: Gambling advertisements must be prepared and placed with a high standard of social responsibility to consumers and to society.

Principle 2: Truthful Presentation: Gambling advertisements must be truthful, balanced and not misleading.

Rule 2(a) Gambling advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant’s concerns the advertisement was misleading.

The Chair noted the statement in the advertisement is the “Casumo.net is a free to play gaming website. R.18”. The Chair noted the gambling industry uses both terms gaming and gambling.

As a self-regulatory organisation, the Advertising Standards Authority’s jurisdiction is limited to the content and placement of advertisements and compliance with the Advertising Codes of Practice.

The Chair said the Advertising Standards Authority could only operate within the parameters of the Advertising Codes and the Advertiser was promoting a free-to-play website, at 9.24pm on Choice TV.

The Chair said the content and placement of the advertisement was not in breach of the Gambling Advertising Code and it had been prepared with the required standard of social responsibility.

The Chair ruled the complaint had no grounds 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 via email or letter within 14 calendar days of receipt of this decision.