

<b>COMPLAINT NUMBER</b>	21/476
<b>ADVERTISER</b>	Rockgas
<b>ADVERTISEMENT</b>	Rockgas Facebook
<b>DATE OF MEETING</b>	15 October 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The sponsored Facebook post by Rockgas Wellington shows an image of an employee posing while wheeling a cylinder of LPG in a car park. The accompanying caption states "LPG is a fantastic fuel for heating and cooking and offers lower carbon emissions than other energy options. We are local to Wellington and our standard LPG pack has two 45kg cylinders - delivered to your door." The bottom of the advertisement states "Easy LPG delivery" and contains a button to the advertisers website to "Learn more".

**The Chair ruled the Complaint was Settled.**

**Complaint:** Advertiser claims that their product, LPG offers "lower carbon emissions than other energy options". This claim is deceptive to consumers as LPG is a fossil fuel energy source with higher carbon emissions per unit of energy than most energy sources used in commercial and domestic environments, such as natural gas or electricity.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(h)**

**The Chair** noted the Complainant was concerned the advertisement was misleading as it was making a general claim that its product had lower carbon emissions than other energy options.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

The Advertiser confirmed it had removed the Facebook post and would amend the wording to be more specific, for any future advertisements.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled

**Chair's Ruling:** Complaint **Settled**

**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.