

COMPLAINT NUMBER	17/149
COMPLAINANT	O Willis
ADVERTISER	Greater Wellington Regional Council
ADVERTISEMENT	Greater Wellington Regional Council Out of Home
DATE OF MEETING	15 May 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Greater Wellington Regional Council Metlink Bus advertisement ran the following tag line across the top of the bus - "Go in to overdraft on Willis ...Go knock back an espresso...Go up the ante with NZX...Go Wellington"

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

Complainant, O Willis, said: Recommending customers to 'take out an overdraft on Willis' is normalising debt to fund consumption. This is an irresponsible message.

The relevant provisions were Code of Ethics - Basic Principle 4.

The Chair noted the Complainant's concern that the advertisement was encouraging debt to fund normal consumption.

The Chair ruled that the tag line "Go into overdraft on Willis", was a broad statement which did not necessarily equate to encouraging irresponsible consumption. The Chair's view was that the advertisement did not reach the threshold required to breach the Code of Ethics.

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

Chair's Ruling: Complaint **No Grounds to Proceed.**