

COMPLAINT NUMBER	17/179
COMPLAINANT	J Dennison
ADVERTISER	ANZ NZ Ltd
ADVERTISEMENT	ANZ NZ Ltd, Television
DATE OF MEETING	6 June 2017
OUTCOME	No Grounds to Proceed

Advertisement: The ANZ television advertisement shows two children crawling into a shed and watching sunlight filter through the roof. While the children are looking up one asks "How many stars do you think there are?" The other replies "Heaps". While they are looking at the roof, one child punches the other on the arm. The advertisement concludes promoting ANZ as the "home of home loans and promotes a current interest rate.

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

Complainant, J Dennison, said: I am very disturbed by an advertisement of children looking at light coming in from the roof. The child hitting another is totally unnecessary, out of the blue and looks quite hard. It appears to condone violence.

The relevant provisions were Code of Ethics - Rule 4, Rule 7; Code for Financial Advertising - Principle 1.

The Chair noted the Complainant's concern that the advertisement was condoning violence by showing one child punching another.

While acknowledging the scene showing one child punching another in the arm was unfortunate, the Chair did not consider it reached the threshold to breach the Code of Ethics or the Code for Financial Advertising. The Chair said the advertisement was promoting a bank and a home loan interest rate and was not targeted at children.

The Chair said the advertisement was unlikely to support or encourage unacceptable violence and had been prepared with the required sense of social responsibility to consumers and society. The Chair confirmed the advertisement was not in breach of Rules 4 and 7 of the Code of Ethics or Principle 1 of the Code for Financial Advertising.

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

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