

COMPLAINT NUMBER	17/446
COMPLAINANT	H. Markland
ADVERTISER	Harmony
ADVERTISEMENT	Harmony, Digital Advertising, Website
DATE OF MEETING	11 December 2017
OUTCOME	No Grounds to Proceed

Advertisement: The website for Harmony, www.harmony.co.nz includes information about its services. It also includes a section headed “And the national press are taking notice” which displays a number of media logos including Stuff.co.nz, nzherald.co.nz, Consumer and Three. The logos link to media stories about Harmony and peer to peer lending.

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

Complainant, H. Markland, said: The Harmony website includes grey logos of the following organisations under the phrase 'And the national press are taking notice':

NZ Herald

Stuff.co.nz

Idealog

Sydney Morning Herald

Consumer Magazine

Yahoo Finance

TV3

The Australian

I feel this implies the endorsement of these organisations. However, when you click on the Consumer logo for example, you are linked to an article that simply describes peer to peer lending and states facts about Harmony, and the article actually reflects on peer to peer lending negatively.

The relevant provisions were Principles 1 and 2 of the Code for Financial Advertising.

The Chair noted the Complainant’s concern the use of media logos was an implied endorsement of the company. The Chair said in her view, the heading of the website section provided context, alerted people to media coverage, some of which was negative.

The Chair said the heading and the logos, which were hyperlinks to editorial coverage, were not likely to mislead consumers. The Chair ruled the advertisement was not in breach of Principle 2 of the Code for Financial Advertising and had been prepared with the required standard of social responsibility under Principle 1 of the Code. Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

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