

COMPLAINT NUMBER	18/034
COMPLAINANT	S Mackintosh
ADVERTISER	SsangYong NZ
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	12 February 2018
OUTCOME	Settled – advertisement removed

Advertisement: The Ssangyong Google Adwords advertisement said "SsangYong New Zealand, NZ's Fastest growing car brand."

The Chair ruled the complaint was Settled.

Complainant, S Mackintosh, said: I'm researching my commerce assignment at Uni on the car industry, and while googling today saw an google advert for Ssanyong which claimed them to be "NZ's fastest growing car brand".

I found this odd as I'd recently read an article that Suzuki grew 31% in 2017 and Subaru grew 25%. Obviously off the back of a very strong car market in 2017.

Having looked on the MIA website, I was surprised to see a very different story

This would add to a total of 2,365 sales in 2016.

So in 2017 1385 sales vs 2,365 sales in 2017. Meaning Ssanyong saw -41% growth.

i dont understand how a brand can claim to be the fastest growing car company in nz when they experienced negative growth and their competitors all experienced positive growth - in Suzuki's case +30% growth.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant's concern the advertisement claimed to be the fastest growing car brand, which was misleading according to statistics available.

The Chair acknowledged the agency, on behalf of the Advertiser, confirmed the advertisement had been removed.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in 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 – advertisement removed**

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 days of receipt of this decision.