

<b>COMPLAINT NUMBER</b>	18/133
<b>COMPLAINANT</b>	D. McDonald
<b>ADVERTISER</b>	Visa New Zealand
<b>ADVERTISEMENT</b>	Visa, Television
<b>DATE OF MEETING</b>	8 May 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Visa posed the question “What does the future look like? A car that pays for its petrol?” and showed a vehicle with a Visa application which allows you to pay for petrol without exiting the car.

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

**Complainant, D. McDonald, said:** The advertisement was misleading and irresponsible to suggest petrol would be used in the future due to its contribution to pollution.

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

**The Chair** noted the Complainant’s concern the advertisement was misleading and irresponsible.

The Chair said the advertisement was an illustration of the ways Visa were looking at integrating payment technology into more devices. The Chair noted the example in the advertisement focused on paying for petrol using a digital interface in your car rather than having to go instore. While the Chair acknowledged the Complainant’s concerns about the pollution caused by petrol vehicles, she said the focus of the advertisement was the use of technology and it was unlikely to mislead consumers.

The Chair said the advertisement was not in breach of Principle 2 of the Code for Financial Advertising and had been prepared with a high standard of social responsibility to consumers and society required by Principle 1 of the Code.

Accordingly, the Chair ruled the complaint had no grounds to proceed.

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

#### **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 via email or letter within 14 days of receipt of this decision.