

<b>COMPLAINT NUMBER</b>	17/104
<b>COMPLAINANT</b>	R Wu
<b>ADVERTISER</b>	ANZ NZ Ltd
<b>ADVERTISEMENT</b>	ANZ NZ Ltd Television
<b>DATE OF MEETING</b>	4 April 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The ANZ Bank mortgage interest rate television advertisement shows 2 children looking over the fence at their neighbour who is cleaning his pool with a skimmer. One child calls out to the neighbour and asks the man "Hey Mister, what's your pool doing later?" The voiceover then advertises the home loan rate.

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

**Complainant, R Wu, said:** I wish to lodge a complaint that was run on TV3 and promoted by the ANZ bank.

It shows young children yelling out over a fence at a man who is skimming with a net in a swimming pool.

They then say "hey mister, what are you doing with that pole later?"

What on earth does that mean, the implications are appalling and lacks in humour, good taste and downright awful.

**The relevant provisions were Code for Financial Advertising - Principle 1**

**The Chair** noted the Complainant's concerns that the advertisement had the children asking a question which could potentially be misconstrued.

The Chair confirmed that upon repeat viewing of the advertisement, the children in fact said "Hey Mister, what's your pool doing later?"

The Chair also referred to a precedent decision on the same advertisement, Complaint 17/066, where the Chair ruled that the advertisement was clearly targeted at adults and promoted an interest rate for home loans. The Chair noted the pool was fenced and the children were asking permission to use it.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of 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.**