

<b>COMPLAINT NUMBER</b>	19/060
<b>COMPLAINANT</b>	C Hannah
<b>ADVERTISER</b>	The Salvation Army
<b>ADVERTISEMENT</b>	The Salvation Army Television
<b>DATE OF MEETING</b>	18 February 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for The Salvation Army shows two women playing golf and talking about making their wills. One of them says “I did the usual, looked after my family, but I also wanted to make a difference, so I left a gift to the Sallies...”. The voiceover then says “More and more people are leaving a gift to The Salvation Army, will you join them? ...”.

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

**Complainant, C Hannah, said:** I feel that its wrong that Salvation army are advertising for people to leave money to them in their wills  
Its smacks of socially pressuring elderly people to to give them money or changing decisions that they may have discussed with their deceased partners  
It just seems wrong and immoral

**The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(c), Rule 2(e).**

**The Chair** noted the Complainant’s concerns the advertisement pressures elderly people into giving money to The Salvation Army.

The Chair said the advertisement is a call to action to leave a legacy; a specific gift of money under a will, to The Salvation Army charity. While persuasive, the advertisement did not use unfair or unreasonable pressure in conveying its message.

The Chair said the advertisement did not contain anything that was exploitative or likely to cause harm.

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