

COMPLAINT NUMBER	19/063
COMPLAINANT	G Waterhouse
ADVERTISER	Vodafone NZL
ADVERTISEMENT	Vodafone NZL Digital Marketing
DATE OF MEETING	18 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The website advertisement for Vodafone rewards said: “We’re rewarding you with amazing deals and exclusive experience, just for being with us.” The “rewards” offered include free and discounted tickets for a range of events and products, for example movie tickets, sports events and theatrical performances.

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

Complainant, G Waterhouse, said: <https://www.vodafone.co.nz/rewards/>
I hope that this works. I feel that Vodafone is engaging in false advertising by advertising "rewards" in the link above. I do not feel that they are offering "rewards" based on the dictionary definition of "rewards." I spoke with someone at Vodafone and he felt that "discounts" were "rewards."

Below is a definition of reward

B1 something given in exchange for good behaviour or good work, etc.:

There’s a reward for whoever finishes first.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

The Chair noted the Complainant’s concerns the advertisement was false advertising because what Vodafone is offering customers does not fit the dictionary definition of “rewards”.

The Chair agreed with the Complainant’s definition of a “reward” - something given in exchange for good behavior or good work etc...” and said that a discount or a free ticket for being a Vodafone customer, fits within the definition of “something given”.

The Chair said the advertisement as not misleading and 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.