

<b>COMPLAINT NUMBER</b>	19/133
<b>COMPLAINANT</b>	H van Zyl
<b>ADVERTISER</b>	Z Energy
<b>ADVERTISEMENT</b>	Z Energy, Out of Home
<b>DATE OF MEETING</b>	7 May 2019
<b>OUTCOME</b>	Settled – advertisement amended

**Advertisement:** The Z Energy pricing board displays three prices for fuel. At the top is a panel showing Fly Buys and Airpoints logos and underneath is a discounted price for Z91 fuel available to Fly Buy members. The undiscounted price for Z91 was displayed beneath that and then the price for diesel.

#### **The Chair ruled the complaint was Settled**

**Complainant, H van Zyl, said:** i went pas the Z petrol station at 530 Sawyers Arms Road in Christchurch along SH1. The price on the sign said \$2.05 for 91 petrol.

I turned off and started filling the tank, then saw on the pump that the price is \$2.15.

Though to myself this is not right, looked at the sign again and it said \$2.05.

Went into the shop to pay and told the attendant that the advertised price is different that that at the pump. The attendant called the manager, and both of them explained to me that it is the price after the 10c Fly Buys discount.

Well that is not right, the advertised price should be the price, with out any discount, you can get the discount if you have a Fly Buys card.

All the other petrol stations along SH1 advertise the price of fuel without the assumption of the discount.

If the price was advertised correctly, then I would not have pulled over to this station, but would have stopped at another more convenient one that is easier to get on and off the SH

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

**The Chair** noted the Complainant's concern the advertisement prominently displayed a discount fuel offer, when the discount was only available to Fly Buy cardholders. She noted the Complainant considered this to be misleading.

Upon receipt of the complaint, the Advertiser had contacted the Advertising Standards Authority (ASA) to inform it of a pending review of the signage trial the Advertiser had been testing at 10 sites around New Zealand. The Chair noted the Advertiser had considered customer feedback from various channels and for a number of reasons have revised the signage by placing the standard retail price at the top and the discounted price at the bottom, together with a unique colour, design and wording for the discount to avoid confusion.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending 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 amended**

**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.