

COMPLAINT NUMBER	19/196
COMPLAINANT	T Wilkes
ADVERTISER	Chorus NZ
ADVERTISEMENT	Chorus NZ, Television
DATE OF MEETING	27 May 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Chorus television advertisement shows people engaging in a range of innovative, creative activities and says “There’s a little bit of genius in all of us. All it needs is opportunity and that’s why we built the Chorus fibre network.” The text on screen says “Chorus – There’s room for everyone.”

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

Complainant, T Wilkes, said: Advertisement for fibre communication network states "there’s room for everyone". Fibre is not available in my area and advertiser has confirmed there are no plans to roll out fibre in my area. Clearly there is not "room for everyone", as they’ve made no room for me, or people like me.

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

The Chair noted the Complainant’s concern the advertisement was misleading to say it was for everyone when fibre is not currently available everywhere.

The Chair said the focus of the advertisement was to show people with a range of skills using the Chorus network to engage in innovative or creative pursuits.

The Chair said the advertisement was not stating its network was available everywhere in New Zealand. She considered the likely consumer takeout of the advertisement was the network allowed many different people to show their ‘little bit of genius’.

The Chair said the advertisement was unlikely to mislead consumers and was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.