

<b>COMPLAINT NUMBER</b>	19/360
<b>COMPLAINANT</b>	A Parkinson
<b>ADVERTISER</b>	Kiwibank Limited
<b>ADVERTISEMENT</b>	Kiwibank Digital Marketing
<b>DATE OF MEETING</b>	30 September 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Facebook video advertisement for Kiwibank shows three people in different circumstances where they appear to realise for the first time that they bank with an Australian-owned bank. The voiceover says “Every day over three million Kiwis unknowingly back Australia...Back Kiwi. Bank Kiwibank.”

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

**Complainant, A Parkinson, said:** this Kiwi bank advertisement is also on TV. I feel it is xenophobic, and hugely misleading. It implies that if you use another bank you are supporting another country. It implies all its services are New Zealand owned and operated. This is untrue. They use GEM/ Latitude finance for all their personal loans. This company is owned by Deutsche Bank. Also their insurance is through an Australian company called Hollard. They never openly disclose this

**The relevant provisions were Code for Financial Advertising - Guideline 2 (a), Principle 1, Principle 2**

**Principle 1:** Financial advertisements should observe a high standard of social responsibility particularly as consumers often rely on such products and services for their financial security.

**Principle 2:** Advertisements should strictly observe the basic tenets of truth and clarity. Advertisements should not or should not be likely to mislead, deceive or confuse consumers, abuse their trust, exploit their lack of knowledge or without justifiable reason, play on fear. This includes by implication, omission, ambiguity, exaggerated claim or hyperbole.

**Guideline 2 (a)**

Advertisements shall be accurate and statements and claims able to be substantiated.

**The Chair** noted the Complainant's concerns the advertisement is xenophobic and misleading and implies if you use another bank you are not supporting New Zealand.

The Chair said the advertisement is encouraging people to join Kiwibank and it is not misleading. The Chair said the likely consumer takeout of the advertisement is that Kiwibank is a New Zealand-owned bank, which it is.

The Chair said the advertisement was not in breach of Principles 1 and 2 or Guideline 2(a) of the Code for Financial Advertising.

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.