

COMPLAINT NUMBER	19/473
COMPLAINANT	J Saxton
ADVERTISER	Visa New Zealand
ADVERTISEMENT	Visa, Television
DATE OF MEETING	16 December 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Visa New Zealand television advertisement shows comedian Ronny Chieng shopping in a fast-past action movie scenario. He is seen running, biking and then jumping into a boat. As he jumps with a giant inflatable toy he says “Go, go, go” to the driver. The advertisement ends with the man in the shop with the giant inflatable toy saying “Can I get a bag for this?”

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

Complainant, J Saxton, said: Visa advert, asian person who has a pink blow up thing. Gets on boat, says go, go and then at the end says can I have a bag for this. NO PLEASE, not good enough. Useless advert, not good manners, really wouldn't encourage me to use "Visa".

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

The Chair noted the Complainant's concern the advertisement showed a lack of manners.

The Chair said the action-style format of the advertisement was a hyperbolic depiction of an individual trying to appear slick while racing to purchase an inflatable toy. The Chair said the advertisement is intended to show how easy it is to use the Visa app.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the lack of manners in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

While acknowledging the Complainant's concern regarding the comedian's behaviour in the advertisement, the Chair said it did not meet the threshold to breach Principle 1 or Rule 1(c) 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.