

COMPLAINT NUMBER	20/005
COMPLAINANT	S McClunie
ADVERTISER	Visa New Zealand
ADVERTISEMENT	Visa, Television
DATE OF MEETING	22 January 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Visa New Zealand television advertisement shows comedian Ronny Chieng shopping using the Visa app to pay for his purchase, in a fast-past action movie scenario. He is seen running, biking and then jumping into a water taxi. As he jumps with his giant inflatable toy he says “Go, go, go” to the driver. The water taxi speeds off with Ronny wearing the inflatable toy around his neck. 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, S McClunie, said: ANZ is promoting there eftpos/debit cards showing how easy it is to shop overseas and the country depicted in the advertisement is Japan, unfortunately Japan does not support paywave or even eftpos, I think this is very misleading and could have people going to Japan without cash thinking they can use there ANZ debit card.

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

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2 (b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant’s concern the advertisement was misleading to show someone purchasing a product in Japan with technology which doesn’t exist in that country.

The Chair viewed the advertisement carefully and said there were no identifying factors she could see which would lead consumers to conclude the advertisement was meant to specifically depict a Japanese shopping experience.

The Chair said the likely consumer takeout of the advertisement would not be about the purchasing capabilities of any particular country, but rather about the general speed and ease of use of the Visa app by showing how the character made his purchase using his mobile phone.

The Chair said the advertisement was not likely to mislead or deceive 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.