

COMPLAINT NUMBER	20/046
ADVERTISER	Imagine Rail Journeys
ADVERTISEMENT	Imagine Rails Journeys, Print
DATE OF MEETING	6 March 2020
OUTCOME	Settled – advertisement amended

Advertisement: The Imagine Rail Journeys print advertisement which appeared in the Christchurch Press shows a train with an image of the Uluru landmark in close proximity. The headline text says, “Uncovering Uluru – A journey through central Australia.”

The Chair ruled the complaint was Settled.

Complaint: The Advertisement shows A sunset shot of The Ghan train passing Uluru. My wife and I have travelled on The Ghan and we know it does not travel closer than 200km from Uluru.

The Advertiser, Imagine Rail Journeys, said in part: “...We would like to make it clear that is not our intent to mislead customers with the images used in our marketing. The images are created to give the customer a feel for all the elements included in the Holiday. This particular holiday in question (Uncovering Uluru – a journey through central Australia) includes a 2 night all-inclusive rail journey on the Ghan from Adelaide to Darwin and fully escorted tours of Uluru, which includes a tour of Uluru-Kata Tjuta National Park.

However that said, we have taken the feedback on board and we had added a disclaimer message to our marketing that use these types of images to make it clear that they are for illustration purposes only (Hero image is intended for illustrative purposes only).”

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

The Chair noted the Complainant’s concern the advertising was misleading to superimpose landmarks into the train’s direct pathway when in reality they are not in close proximity.

The Chair acknowledged that after receiving the complaint, the Advertiser had made amendments for future publications, by including a disclaimer stating that images used were intended for illustrative purposes only.

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