

<b>COMPLAINT NUMBER</b>	20/121
<b>ADVERTISER</b>	ANZ Bank NZ Ltd
<b>ADVERTISEMENT</b>	ANZ Good Sports, Television
<b>DATE OF MEETING</b>	6 April 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The ANZ television advertisement promotes its support for the 'Good Sports' initiative. The advertisement shows various sports including netball, golf, sailing and football. The advertisement tagline says “We support a lot of sports. But most of all, good sports.”

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

**Complaint:** The ad by anz says they sponsor sports, good sports it also shows sports one of which football (soccer) when they are not a sponsor of NZF (New Zealand Football). The way I believe the ad is aimed is to get new customers and saying they sponsor a variety of sports. And the parts of the ad that have football maybe misleading people to believe they sponsor NZF when they are not.

I have attached a link of the ad (which I found on YouTube) <https://youtu.be/bW7tyDD-Z28>  
The sponsors of NZF are on their website ([www.nzfootball.co.nz](http://www.nzfootball.co.nz))

**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 is misleading to imply the Advertiser is a sponsor of New Zealand Football when it is not.

The Chair carefully reviewed the advertisement and said the Advertiser was not purporting to be an official sponsor of New Zealand Football. The advertisement shows images of a range of sporting codes with a variety of participants, including adults and young people playing football in fancy dress.

The Chair said the likely consumer takeout would be that the Advertiser is helping to support a range of sports across all levels including older people, the disabled and children.

The Chair noted the ‘Good Sports’ initiative, which the Advertiser sponsors, is a celebration of the participation in sport at grassroots through to an elite level with a focus of inspiring the next generation of good sports.

The Chair said the advertisement did not promote the Advertiser as an official sponsor of New Zealand Football.

The Chair ruled the advertisement 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.