

<b>COMPLAINT NUMBER</b>	20/128
<b>ADVERTISER</b>	City Sales
<b>ADVERTISEMENT</b>	City Sales, Radio
<b>DATE OF MEETING</b>	6 April 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The City Sales radio advertisement promotes its position as a buyer's agent, aimed at consumers wanting to get into the property market but struggling to raise the deposit. The advertisement says "Beg, steal or borrow \$50,000 and call me!".

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

**Complaint:** The advert says, if you beg, borrow or STEAL, you can get into the apartment market! For the older generation, we understand this is just a "saying" and we take it as "tongue in cheek"! However, the younger generation take things quite literally and that's what has made me feel very uncomfortable with this advert.

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

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(f) Violence and anti-social behaviour:** Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

**The Chair** noted the Complainant's concern the advertisement refers to stealing to obtain a house deposit which could be taken literally by consumers.

The Chair said the likely consumer takeout of the advertisement is that a real estate company is taking a different approach by working on behalf of buyers rather than sellers. The advertisement promotes consumers making use of this approach by doing everything they can to raise the deposit to purchase a property.

While acknowledging the Complainant's genuine concern, the Chair said the line "beg, steal or borrow" is a common turn of phrase and even if consumers are unaware of it, it is unlikely the phrase "steal" would be taken literally. The Chair said "steal" could also refer to the re-distribution of funds from other areas such as Kiwi Saver.

The Chair noted the placement of the advertisement on Newstalk ZB which has a listening demographic range of 35-64 years and was less likely to appeal to a younger audience.

The Chair said the advertisement did not promote anti-social behaviour and had been prepared with a due sense of social responsibility. The advertisement was not in breach of Principle 1 or Rule 1(f) 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.