

COMPLAINT NUMBER	20/097
ADVERTISER	Manaaki Emergency Business Advisory Forum
ADVERTISEMENT	Manaaki, Television
DATE OF MEETING	28 April 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Manaaki television advertisement promotes its online business advisory forum. The advertisement uses a mobile phone format to present a range of New Zealand personalities speaking directly to small business owners, including Stan Walker, Bernadine Oliver-Kerby and Jacinda Ardern. The advertisement calls itself "a love letter to New Zealand" and says Manaaki is a "support network of business experts". The advertisement ends with website details www.manaaki.io displayed on a phone screen in a flash of red.

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

Complaint: I tonight viewed an ad that contained various persons making comment about the governments response to covid19, finishing with a voiced comment by Jacinda Adern, then a flash of red which is representative of the NZ Labour Party This is clear electioneering disguised as a govt announcement

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 an election advertisement disguised as a Government announcement which could be misleading.

The Chair carefully reviewed the advertisement and noted that Manaaki is on-line emergency business forum set up by Pat MacFie, who owns the innovation company *Indigo*. The Chair confirmed the forum's purpose is to help businesses navigate the Covid-19 lockdown period.

The Chair said Manaaki is not a Government initiative, but rather a group of over 80 expert contributors including business leaders, lawyers and other business owners. The Chair noted the advertisement showed the Prime Minister Rt. Hon. Jacinda Arden and the Minister for Small Business Hon. Stuart Nash lending support to the initiative. She said this did not make the message an election advertisement.

The Chair said there was no Labour Party logos feature in the advertisement and the flash of red in the last shot on-screen reflects the main colour used by the organisation in its communications – including its website.

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 calendar days of receipt of this decision.