

COMPLAINT NUMBER	20/283
ADVERTISER	Harrisons Energy Solutions
ADVERTISEMENT	Harrisons Energy Solutions Television
DATE OF MEETING	13 July 2020
OUTCOME	No Grounds to Proceed

Advertisement: The voiceover for the television advertisement for Harrisons Energy Solutions said "...Switch to solar with Harrisons and cut your power bill. Join thousands of Kiwis who are already saving money, and the planet..."

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

Complaint: The add states at the end you will save money and save the planet. There is no basis for such a statement as the planet needs no saving by anyone. Potential customers are being told their purchase will do something it can not. It is deceptive.

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 about the reference to saving the planet in the advertisement.

The Chair said the term "saving the planet" is a general, aspirational statement about the value of using "green" or renewable energy. It is not intended as an assurance that switching to solar power, on its own, would be sufficient to address all the issues associated with climate change and global warming.

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**

PLE **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.