

COMPLAINT NUMBER	20/331
ADVERTISER	Metlink
ADVERTISEMENT	Metlink Out of Home
DATE OF MEETING	17 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Metlink out of home advertisement promotes travel discounts for students. The advertisement states "25% off Travel for 100% of eligible students". The advertisement continues stating that "If you're a full time student, you can get 25% discount when travelling on Metlink services."

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

Complaint: This advert is on digital billboards across the entire Victoria University Campus, and has also featured in other mediums.

I take issue with the statement "100% of eligible students". It gives the false perception that all students are entitled to the student discount. This is not the case, in fact only full time students are eligible, leaving a large portion of the student base disqualified from receiving it. Here, the use of "100% of" is misleading and redundant. A more accurate and succinct way of getting this message across would be by simply removing these words and advertise, "25% off travel for eligible students", for example.

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 misleading.

The Chair said the advertisement makes it clear that the 25% discount is only available for "eligible" students and refers to "full-time students" as eligible for the discount. The advertisement includes a reference to the Metlink website, for further information.

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.

