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| COMPLAINT NUMBER | 20/557 |
| ADVERTISER | Vodafone NZL |
| ADVERTISEMENT | Vodafone NZL, Television |
| DATE OF MEETING | 9 November 2020 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The Vodafone television advertisement shows a man from 2030 visiting himself in the year 2020. The character in the present day has just signed up for Vodafone's 5G network, which enables super fast downloading. The character from the future jokes about how downloading takes place in the future and that time travel will be realistic in 2030. He then disappears down a portal through the ground.

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

Complaint: This is the second time I have watched this advertisement by Vodafone and I found the advertisement to be dishonest and untrue. There is no time travel today and this advertisement depicts that in 2030 there will be. Regardless of what happens in 2030 there is currently no promise of time travel or any invention to say its coming? The advertisement is not truth and plays on the minds of children and adults to think otherwise. A deceptive commercial to depict that time travel is coming?

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 dishonest and untruthful to claim there will be time travel in 2030.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was 5G technology offers faster mobile data speeds which will enable faster download of content.

The advertisement promoting the 5G network uses a fantastical scenario of a character using time travel to visit himself in the present day. The Chair said the advertisement was imaginative and used hyperbole and humour. She said consumers would be unlikely to consider the Advertiser is actually promising time travel in the future.

The Chair said the advertisement was not misleading, taking into account context, medium, audience and product 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.