COMPLAINT NUMBER	20/565
ADVERTISER	Bank of New Zealand (BNZ)
ADVERTISEMENT	Bank of New Zealand Radio
DATE OF MEETING	9 November 2020
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for BNZ has a voiceover which says "…Scams don't always look like scams. Sometimes they come from someone posing as your local courier. But there are ways to spot them… try our digital tools at getscamsavvy.co.nz

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

Complaint: The Bank of New Zealand ad played on air just before the 9am news. This was warning people of courier scams, with no evidence. THis is irresponsible and encourages scaremongering among the community. We do not need any more of this in 2020

The relevant provisions were Code for Financial Advertising - Principle 1, Principle 2; Advertising Standards Code - Principle 1, Rule 1(g):

> **CODE FOR FINANCIAL ADVERTISING**
>
> **Principle 1:** Financial advertisements should observe a high standard of social responsibility particularly as consumers often rely on such products and services for their financial security.
>
> **Principle 2:** Advertisements should strictly observe the basic tenets of truth and clarity. Advertisements should not or should not be likely to mislead, deceive or confuse consumers, abuse their trust, exploit their lack of knowledge or without justifiable reason, play on fear. This includes by implication, omission, ambiguity, exaggerated claim or hyperbole.
>
> **ADVERTISING STANDARDS CODE**
>
> **Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.
>
> **Rule 1(g) Fear and distress:** Advertisements must not cause fear or distress without justification.

The Chair noted the Complainant's concerns the advertisement was irresponsible and encouraged scare mongering.

The Chair said the purpose of the advertisement was to warn people about potential scams and to direct them to a website which can provide advice about this subject.

The Chair said the advertisement was encouraging consumers to be safe online and did not cause fear or distress without justification.

The Chair said the advertisement did not reach the threshold to mislead or deceive consumers and was not in breach of Principle 1 or Principle 2 of the Code for Financial Advertising or Principle 1 or Rule 1(g) 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.