

COMPLAINT NUMBER	20/606
ADVERTISER	Heartland Finance
ADVERTISEMENT	Heartland Finance, Television
DATE OF MEETING	17 December 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Heartland Finance television advertisement is promoting its reverse mortgage scheme. The advertisement shows a couple peering through the fence at their neighbours and wondering when they might be downsizing and moving out of their house.

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

Complaint: The advert pits one neighbour against another and therefore promotes bad neighbour relationships which is the antithesis of good community relationships.

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

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(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

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.

The Chair noted the Complainant's concerns the advertisement promotes unneighbourly relations.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was the Advertiser's reverse mortgage scheme could help homeowners to remain in their homes longer by leveraging their equity.

The Chair said the advertisement only shows neighbours looking through the fence and commenting on whether the couple next door had reached a time in their lives where they might need to downsize their property.

While acknowledging the genuine concerns of the Complainant, the Chair said the advertisement did not reach the threshold to condone antisocial behaviour and had been prepared with the required standard of social responsibility.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(f) of the Advertising Standards Code or Principle 1 of the Code for Financial Advertising.

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.