

COMPLAINT NUMBER	21/052
ADVERTISER	Bank of New Zealand
ADVERTISEMENT	Bank of New Zealand Television
DATE OF MEETING	16 March 2021
OUTCOME	Settled

Advertisement: The Bank of New Zealand television advertisement tells the story of 'Kiri' who has moved home with her parents, after a hard year. It is Christmas time and the family exchange presents. A card addressed to 'Mum' says '50 hugs'. The advertisement ends with the text: "These holidays, spend time".

The Chair ruled the complaint was Settled.

Complaint: "Happy xmas ad" shown on 3now 24dec20 - 17jan21
This ad shows common stigma of maori - poor, desperate

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

The Chair noted the Complainant's concerns the advertisement portrayed Māori in a negative way.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint and confirmed it was not to be used again.

The Chair noted the following comments from the Advertiser:

Negative stigma in relation to ethnicity is something we take incredibly seriously, and we acknowledge the perceptions of the complainant. While this perception was certainly not our intent, and wasn't one that was widely shared, we appreciate all feedback as we continue to ensure we are culturally diverse in reflection of all New Zealand in our advertising.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

Chair's Ruling: Complaint **Settled**

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.