

COMPLAINT NUMBER	21/537
ADVERTISER	ANZ NZ Ltd
ADVERTISEMENT	ANZ How, Television
DATE OF MEETING	29 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The ANZ television advertisement shows a boy fundraising for his cricket team's tournament. He starts a doggy day care, and distributes flyers to people in the neighbourhood and on lamp posts and shop windows. The flyer shows a black cartoon graphic of a dog defecating. The boy is then shown playing with several dogs in his backyard and receives an alert from the ANZ app about a new deposit in his account. The voiceover states "See how setting a savings goal could improve your financial well-being". The advertisement ends with the ANZ logo and slogan on screen.

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

Complaint: This advertisement is intended to advertise a dog sitting business for fundraising. I find it in poor taste that a poster affixed to a post depicts a dog squatting defecating advertising the guys service. Why could the dog not be depicted eating from a bowl. Totally distasteful.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant was concerned the advertisement was in poor taste, as it showed a poster of a dog defecating.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be that a boy was showing entrepreneurial initiative to save money for a sports tournament and the banking app allowed him to manage his earnings.

The Chair said the advertisement used humour appropriate to the age of the boy in the story. She said the image was a simply drawn cartoon and was a fleeting reference in the otherwise uplifting narrative.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the image of a cartoon dog defecating in the context it was broadcast, was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that despite the Complainant's objections to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of Principle 1 or Rule 1(c) 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.