

COMPLAINT NUMBER	21/538
ADVERTISER	Westpac Bank
ADVERTISEMENT	Westpac Bank Television
DATE OF MEETING	29 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Westpac television advertisement shows a child befriending a monster. The advertisement uses a version of the song, "Stand By Me" and shows their progress as they build a boat-treehouse together. The advertisement ends with the Westpac logo on screen and slogan, "Together Greater".

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

Complaint: Westpac is grooming young children for future indebtedness with a perceived happy monster and the music is 'Stand By Me'.

The relevant provisions were Code for Financial Advertising - Principle 1;

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 was concerned the advertisement was not socially responsible because it was grooming young children for indebtedness.

The Chair acknowledged that this story is a metaphor for the role the Westpac Bank can play in their customer's lives. With the unexpected strength and support from her new friend the girl is able to create a new and exciting boat treehouse.

The Chair said the ambition to own your own home has been a significant part of New Zealand culture over the years and banks play a big part in facilitating this goal.

The Chair said the advertisement did observe a high standard of social responsibility and did not meet the threshold to breach 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 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.