

<b>COMPLAINT NUMBER</b>	21/544
<b>ADVERTISER</b>	Williams Corporation Limited
<b>ADVERTISEMENT</b>	Williams Corporation Facebook
<b>DATE OF MEETING</b>	8 December 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The sponsored Facebook post by Williams Corporation shows a bar graph titled, "Median House Price in Lower Hutt" and compares the average Lower Hutt house price (\$890,000) with the starting price of Rainey Grove homes (\$680,000). The post is captioned, "Fun fact: According to REINZ\* the median house price in Lower Hutt is \$890,000... Our new Rainey Grove stunning homes start from only \$680,000. Get your free information pack below". The advertisement contains a link to "learn more".

**The Chair ruled the Complaint was Settled.**

**Complaint:** The title of the chart shows "Median House Price in Lower Hutt", but the chart displays both the average Lower Hutt house price (which is not, by definition the same as the median house price) and it compares this to the minimum price offered by Williams Corporation. It is misleading to compare an average (or median) house price to a minimum price offered. The advertisement looks like it is designed to show that Williams Corporation is offering houses for sale far below the price of other houses in Lower Hutt. This comparison is not necessarily true and the average consumer would not be able to make this distinction.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(d)**

**The Chair** noted the Complainant was concerned the advertisement was misleading in relation to the prices of houses for sale in Lower Hutt compared with the advertiser's houses.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed it had removed the advertisement and would not use again in its current form.

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

The Chair ruled that 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](http://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.