

<b>COMPLAINT NUMBER</b>	21/570
<b>ADVERTISER</b>	Mansons TCLM Ltd
<b>ADVERTISEMENT</b>	Mansons, Radio
<b>DATE OF MEETING</b>	14 December 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The radio advertisement for Mansons TCLM promotes a new environmental company policy. They state that "every new Mansons building will offset 120% of its carbon footprint, with a dedicated new native forest. We'll also plant an extra native tree for every square metre of office space we build". They highlight that this is 30,000 new trees for one of their current projects. The advertisement finishes with the Mansons website URL and tagline, "People positive, planet positive".

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

**Complaint:** I strongly disagree that the Mainzsal current advertisement which makes so many technical environmental promises associated with their building programmes can be believed. Sounds good but how to they intend to be accountable.

I would like to know where and when the 30,000 trees are planted for instance

I guess we are meant to be impressed but how does this company intend to inform the public of their advertised statements.

Big buildings take years to build and the public move on with their busy lives,

This seems like a feel good and false advertising

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

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2(b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**Rule 2(h) Environmental Claims:** Environmental claims must be accurate and able to be substantiated by evidence that reflects scientific and technological developments.

**The Chair** noted the Complainant's concern the environmental claims in the advertisement for Mansons TCLM sounded good but did not provide information on how the company would be accountable and could be considered "false advertising".

The Chair said the advertisement was designed to promote the Advertiser's support of sustainable building practices and as the statements were future-focused, substantiation was not required beyond what was on the company's website. The Chair noted the

company website, [www.mansons.co.nz](http://www.mansons.co.nz) included more information, along with a commitment to support the approach with 6-Green Star Energy Efficiency Certification.

The Chair said the advertisement was not likely to mislead or deceive consumers and was not in breach of Principle 2, Rule 2 (b), or Rule 2 (h) of the Advertising Standards Code. The Chair ruled there were no grounds 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](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.