

COMPLAINT NUMBER	18/186
COMPLAINANT	L Davidson
ADVERTISER	Oxfam New Zealand
ADVERTISEMENT	Oxfam New Zealand, Television
DATE OF MEETING	12 June 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Oxfam television advertisement highlights the Bangladesh refugee crisis and features a woman called Lyla. The voice-over says in part: “Lyla is 18, pregnant and has 2 children. They fled for their lives with only the clothes they wore and her husband is missing...”

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

Complainant, L Davidson, said: This ad has been playing for months, surely that lady has had baby number 3 and maybe number 4. These ads are not accurate at all so its false advertising!!

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2

The Chair noted the Complainant’s concern it was misleading to be use the same family in its appeal advertisement over a number of months.

The Chair said the images used in the advertisement were illustrative of the particular needs of refugee families in an area of crisis. The Chair noted the voice-over in the advertisement said “text 317 or give on line and help families like Lyla’s today.” She said the use of the word ‘like’ further indicated the family in the advertisement were a representation of the people who need help..

The Chair ruled the advertisement was not misleading, had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics.

Accordingly, 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 via email or letter within 14 days of receipt of this decision.