

COMPLAINT NUMBER	19/096
COMPLAINANT	D Robinson and G Chan
ADVERTISER	Huawei New Zealand
ADVERTISEMENT	Digital Marketing, Out of Home, Print
DATE OF MEETING	4 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Huawei print, digital and billboard advertisements said “5G without Huawei is like rugby without New Zealand. Don’t miss out on the most advanced 5G technology available.”

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

Complainant, D Robinson, said: This add on Stuff and also at Wellington Airport by Huawei is Racially Stereotyping Kiwis as a people who like Rugby. I find it offensive that they are stereotyping Kiwis as a people who like Rugby. It is 2019 Stereotyping has no place in NZ Society

Complainant, G Chan, said: The advertisement included an unfair and un-related comparison.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c) and Principle 2, Rule 2(b);

The Chair noted the Complainants’ concerns the advertisement used an unfair and unrelated comparison between the Advertiser and rugby and it stereotyped Kiwis by implying everyone in New Zealand enjoyed rugby.

The Chair said the message in the advertisement was positioning the Advertiser as a leading player in the emerging 5G technology field. The advertisement used the analogy of New Zealand having a similar high-profile in the rugby environment. The advertisement was unlikely to mislead or confuse consumers.

The Chair said the advertisement did not imply that all New Zealanders liked rugby and was unlikely to cause serious or widespread offence.

The Chair ruled there had been no breach of Principle 1, Rule 1(c), Principle 2 or Rule 2(b) of the Advertising Standards Code and there were no grounds for the complaints 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.