

COMPLAINT NUMBER	19/085
COMPLAINANT	T Mills
ADVERTISER	SsangYong NZ
ADVERTISEMENT	SsangYong NZ Television
DATE OF MEETING	19 March 2019
OUTCOME	Resolved

Advertisement: The SsangYong NZ Facebook advertisement for the Rhino utility vehicle said: “Proceeds from every Rhino sold goes towards saving the wild Rhino”.

The Chair ruled the complaint was Resolved.

Complainant, T Mills, said: i saw an ad on tv tonight for the Ssangyong rhino mentioning that for every ute sold a donation goes to saving the Rhinos. However I then saw the attached Facebook ad claiming that proceeds got towards saving the Rhinos.

This Facebook ad would have people believe that the company is taking no profit from ute sales and donating either all gross or net proceeds to the fund.

This seems highly misleading.

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

The Chair noted the Complainant’s concerns the advertisement was misleading because it implies SsangYong would take no profit from the sale of the Rhino vehicles.

The Chair noted the Complainant’s concerns the word “proceeds” was misleading. The Secretariat confirmed it had been in direct contact with the Advertiser and the matters raised in the complaint had been addressed.

Noting the self-regulatory action taken by the Advertiser the Chair said it would serve no further purpose to place the matter before the Complaints Board and ruled the matter was resolved.

Chair’s Ruling: Complaint **Resolved**

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.