

COMPLAINT NUMBER	19/191
COMPLAINANT	R Jackett
ADVERTISER	New Zealand Racing Board
ADVERTISEMENT	TAB, Television
DATE OF MEETING	26 June 2019
OUTCOME	No Grounds to Proceed

Advertisement: The TAB television advertisement said in part: “Back your team this Cricket World Cup with TAB’s super 6’s. Place a \$50 pre-match head to head bet on the Cricket World Cup through your account and get a \$6 bonus bet for every 6 your team hits....”

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

Complainant, R Jackett, said: There was an ad for TAB featuring the cricket world cup, saying "support your team" and listing a bunch of bets that could be taken. My main complaint is that making a bet is not supporting a team, and TAB shouldn't pretend that by doing so benefits "my team". I checked, and TAB isn't listed as a sponsor or financial supporter of the black caps, despite that clearly being what the ad implies

The relevant provisions were Code for Advertising Gaming and Gambling - Principle 2, Principle 3;

The Chair noted the Complainant's concern that the advertisement said betting on the Cricket World Cup would support their team which is misleading given that the TAB is not an official sponsor.

The Chair carefully reviewed the wording of the advertisement and said that rather than the words 'support your team' as quoted by the Complainant, the phrase used in the advertisement was “back your team”, which is a betting term meaning to place a bet on a favourite team.

The Chair did not consider the intention of the advertisement was to promote the TAB providing monetary support to particular sporting teams. She did however note that national sports organisations, such as New Zealand Cricket do receive payments from the TAB via a formula based on turnover and profit from all betting at the TAB on their particular sport.

The Chair said taking into account the context, medium, audience and the product advertised, the advertisement did not breach Principle 2 or Principle 3 of the Code for Advertising Gaming and Gambling.

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.