

COMPLAINT NUMBER	20/453
ADVERTISER	AIA New Zealand
ADVERTISEMENT	AIA New Zealand Television
DATE OF MEETING	14 October 2020
OUTCOME	Settled

Advertisement: The AIA New Zealand television advertisement promotes AIA Vitality, a health and wellbeing program. The advertisement makes the claim that "95% of New Zealanders aren't drinking as much water as they should be"

The Chair ruled the complaint was Settled.

Complaint: Advertisement featuring Jessica Quinn AIA Vitality healthy ad break making claim that 95% of kiwis aren't drinking enough water. No scientific support is provided for this. On the face of it this is misleading, an implication (or direct statement that 95% of New Zealanders are dehydrated which seems unlikely at best.

I am concerned that false information like this is scaremongering and entirely unreasonable.

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

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.

The Chair noted the Complainant's concerns the advertisement was misleading.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

Chair's Ruling: Complaint **Settled**

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 calendar days of receipt of this decision.