

COMPLAINT NUMBER	21/251
ADVERTISER	NZL Post
ADVERTISEMENT	NZ Post Television
DATE OF MEETING	2 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The advertisement for NZ Post shows a boy receiving a parcel from a courier at his front door. The boy notes, "Oh mean! It's from Gran". The courier scans the parcel so "now your Gran can see you've got it". The boy is holding an ice cream and has chocolate around his mouth, and looks worried. He puts the ice cream behind his back and whispers, "Can she see me now?". The NZ Post name and logo appears on screen and the voiceover states "Now tracking every parcel sent within New Zealand. NZ Post".

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

Complaint: New Zealand Post is currently running an ad campaign where they claim that all parcels they received are being tracked. However the only tracking is a scan when they receive the parcel, and a second scan when they deliver the parcel.

There are no scans at intermediate locations on their network. Because of this, they cannot claim to be tracking the parcels, and in fact have recently lost a parcel of mine. They have no clue where it is. They did one scan and it disappeared. There is now way that this can be regarded as tracking.

I would like you to make them remove this misleading campaign.

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 was concerned the claim in the advertisement that NZ Post tracks parcels was misleading. The Complainant had a personal experience of a parcel not being tracked through intermediate locations and the parcel was lost.

The Chair noted the campaign was part of a brand refresh for NZ Post, promoting its services including tracking for parcels.

The Chair said the likely consumer takeout was that NZ Post was now offering a service that tracked all parcels. Previously, customers were required to request that service. The Chair noted the Complainant's concern about the quality of the tracking service and their recent personal experience with a parcel which had been lost.

The Chair confirmed the complaint raised a matter relating to the service provided by the Advertiser, rather than a matter that was a possible breach of the Advertising Standards Code. The Chair acknowledged the Complainant's frustration with the service they received and their concerns about the quality of the tracking service but said this did not make the advertisement misleading.

The Chair said the advertisement was not likely to mislead or confuse consumers and did not meet the threshold to breach Principle 2 or Rule 2(b) of the Advertising Standards Code.

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.