

COMPLAINT NUMBER	21/504
ADVERTISER	Air New Zealand Ltd
ADVERTISEMENT	Air New Zealand, Television
DATE OF MEETING	8 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Air New Zealand television advertisement begins with an Air New Zealand flight attendant asking, "who's ready?". The advertisement then shows several people packing suitcases, while the voiceover asks who is ready "to dust off our passports", "to see our friends in person", to have "the first cuddle with new whānau" as well as other scenarios. The advertisement then shows the attendant walking towards the airport terminal and states, "let's get there together Aotearoa, by getting vaccinated, masking up, scanning in and doing the mahi". The advertisement ends with a shot of an Air New Zealand plane at sunset with the text "#GetReadyForTakeOff" in the centre.

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

Complaint: I would like to make a complaint about an advertisement I have just seen on tvnz 2 for air New Zealand. The advert said to pack your bags because we are ready to fly. This is not the case. I have been stuck here from Australia for 3 months, dealing with the most unhelpful air New Zealand and they are not ready to fly again. They cancel flights left right in centre leaving all of their passengers in the dark. They say that it is not viable to fly crew down to the south island yet the can fly covid infected people as long as they're a paying customer. They are saying they are ready to fly, persuading people to buy tickets, then cancelling the flights returning the credit and keeping the peoples money, not releasing flights for weeks or even months. The advert aired on tvnz 2 around 7:10 Pm while shortland street was on.

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 advertisement was misleading to imply Air New Zealand is ready to resume full service when the experience of the Complainant indicates they are not.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be the advertisement is speaking to consumers living in New Zealand who are ready to travel as soon as it becomes possible. The Chair noted the advertisement uses the language "Who's ready?" and "We've all got somewhere to go and someone to see." She

said the advertisement was an aspirational message about the potential of travel opening up once people are vaccinated and restrictions begin to lift.

The Chair acknowledged the Complainant had experienced service issues with Air New Zealand and flight bookings but said the advertisement does not make any unsubstantiated claims or promises which could be considered misleading.

The Chair said the advertisement was not in breach of 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.