

COMPLAINT NUMBER	22/007
ADVERTISER	New Zealand Post Limited
ADVERTISEMENT	NZ Post, Television
DATE OF MEETING	8 February 2022
OUTCOME	No Grounds to Proceed

Advertisement: The NZ Post television advertisement features a courier driver at the front door of a house. The boy, who lives at the house, asks how soon the courier driver can deliver a new vase, as a broken vase is shown on the floor of the entranceway. The courier driver responds that it could be delivered on the same day if he orders by 1PM. The boy expresses excitement and demonstrates a "secret knock" to use. The NZ Post name, logo and slogan, "Delivering more", is then shown on screen.

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

Complaint: I think the latest NZ Post advertisement is misleading. They claimed that if the parcel is picked up by 1pm, it will be same day delivery! This doesn't meet their current turnaround time frame.

The relevant provisions were Principle 2 and Rule 2(b) of the Advertising Standards Code.

The Chair acknowledged the Complainant's concern that the advertisement was misleading as it did not reflect current delivery times.

The Chair considered the advertisement and said it promoted the Advertiser's new service, "Express Tonight" a same-day evening delivery service for online shoppers. She referred to a qualifying statement in smaller print at the bottom of the screen during the advertisement which said, "*Available for deliveries from participating online retailers using New Zealand Post's Express Tonight service for deliveries to Auckland, Hamilton, Wellington or Christchurch. 'Order by' times and T&Cs apply*".

The Chair said that the advertisement was not misleading. While the Complainant's concern reflected the delivery delays that many customers have experienced with courier items during the pandemic, the Chair considered the information in the advertisement promoted a specific new same-day service. The advertisement was not referring to the Advertiser's standard delivery timeframes. She confirmed the advertisement was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair ruled that 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.