

COMPLAINT NUMBER	22/023
ADVERTISER	Save My Bacon
ADVERTISEMENT	Save My Bacon, Radio
DATE OF MEETING	9 February 2022
OUTCOME	Settled

Advertisement: The Save My Bacon radio advertisement asks listeners if they are "Feeling a little unseen?". It then states that Save My Bacon can help them to "go from a virtually invisible person to a very important person". The advertisement adds that terms, conditions, fees and credit criteria apply, and finishes with the company name and tagline.

The Chair ruled the Complaint was Settled.

Complaint: This advertisement contained wording that targeted people 'feeling invisible' and stated that a Save My Bacon loan would make them 'very important people' it did not contain specific information about their product. It simply targeted a fear of financial inadequacy and made unrealistic claims that their loan would make a meaningful difference to their perception of social standing.

I consider this to be socially irresponsible at Christmas time especially, and in breach of principles 1 and 2 of the financial advertising standards.

The relevant provisions were Code for Financial Advertising - Principle 1, Principle 2 and Guideline 1 (a), Guideline 1 (b)

The Chair noted the Complainant was concerned the advertisement was not socially responsible and could create unrealistic expectations for consumers.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser removed the advertisement and said they would not use it again in its current form.

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

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 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.