

COMPLAINT NUMBER	22/094
ADVERTISER	NZME
ADVERTISEMENT	Radio Hauraki NZ
DATE OF MEETING	5 April 2022
OUTCOME	Settled

Advertisement: The Instagram post by @radiohaurakinz shows an image of the band members of Alt-J with the text "Radio Hauraki presents Alt-J". The accompanying caption states, "We're stoked to present @unrealaltj's return to New Zealand in September! Tickets are on sale now and make sure you're listening all day for the chance to score a FREE double pass! Or comment below your fav @unrealaltj track for another chance to win tickets!".

The Chair ruled the Complaint was Settled.

Complaint: Radio Hauraki ran a promotion to 'comment on their post to win free tickets' to see Alt-J in concert. There were no t's and c's for the promotion, nor were there any details about how/when the tickets would be drawn.

I entered the competition and have heard nothing from Radio Hauraki, nor have I seen any social post about who won the competition.

I messaged the Instagram page on March 2nd and asked them when the winner would be drawn and have not had a reply.

I feel that this is misleading and that the promotion has been poorly executed. I went out of my way to engage with the post and have only received radio silence in return.

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

The Chair noted the Complainant was concerned the advertisement did not show any Terms and Conditions for the competition.

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.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that 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 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.