

COMPLAINT NUMBER	22/129
ADVERTISER	Vodafone NZL
ADVERTISEMENT	Vodafone Out of Home
DATE OF MEETING	7 July 2022
OUTCOME	Settled

Advertisement: The Vodafone advertisement, displayed on the side of a bus shelter, shows a man looking at his phone from behind a steering wheel of a vehicle. Text at the top of the advertisement states, "Never miss a moment with our Endless Mobile Plans". The Vodafone logo is at the bottom left of the advertisement.

The Chair ruled the Complaint was Settled.

Complaint: Hi - it seems highly irresponsible for Vodafone to have a billboard in a high traffic area on Whiteleigh Ave Christchurch showing a man in a car checking his phone. Photo attached of their billboard attached.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);

The Chair noted the Complainant was concerned the advertisement showed an unsafe practice of a man in a vehicle checking his phone.

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 advised they had 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 fact the advertisement had been removed and would not be used again, 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.