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| <b>COMPLAINT NUMBER</b> | 22/250                     |
| <b>ADVERTISER</b>       | Share my Super             |
| <b>ADVERTISEMENT</b>    | Share My Super, Television |
| <b>DATE OF MEETING</b>  | 22 August 2022             |
| <b>OUTCOME</b>          | No Grounds to Proceed      |

**Advertisement:** The television advertisement for Share My Super aims to encourage donations from superannuation earners to support children in poverty in New Zealand. Broadcaster Kevin Milne is featured discussing child poverty and encouraging retired viewers to support the organisation. The advertisement ends with Kevin saying “So, if you can spare your super, share your super” and the website url.

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

**Complaint 1:** I think the advert Share my Super targets soft hearted pensioner. The millionaire that claims the super don't bother but the gran/ great grand Parent that can hardly pay for groceries cares.

**Complaint 2:** At approximately 1:15pm, Friday on TV1, (and other times) an advertisement starring Keith Milne asked people to give their pension money to poor children. I feel that some old people who have no other means of support will give to this 'charity' compromising their living conditions or health. The advertisement makes old people guilty for receiving a pension and some may be taken in by it The fact that some old people are rich is not the point. Some aren't and are vulnerable to this kind of emotional blackmail

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c),**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(c) Decency and Offensiveness:** Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

**The Chair** noted the Complainants were concerned the advertisement was targeting vulnerable pensioners by seeking donations of their New Zealand Superannuation.

The Chair said the likely consumer takeout of the advertisement is if superannuants are in a comfortable financial position, the Advertiser can channel donations into charitable organisations to help address child poverty issues in New Zealand.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the request from a charity targeting superannuants in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said the advertisement promoted a service from the Advertiser targeted at those with spare disposable income who do not need the amount they are paid as New Zealand Superannuation. It was not a request to all superannuants.

The Chair noted the Complainants' concerns that a takeout of the advertisement could be that if you care about child poverty you should "share your super". The Chair noted the advertisement states "if you can spare your super, share your super".

The Chair said most viewers would also be aware of the significant contribution made by many older people in the community who share their time and expertise to support whanau and organisations working with children in poverty in New Zealand.

The Chair noted the Complainant's objection to the advertisement but said the advertisement did not reach the threshold to cause serious or widespread offence for most consumers. The Chair said the advertisement was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

**Chair's Ruling:** Complaints **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](http://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.