

COMPLAINT NUMBER	19/059
COMPLAINANT	D Owen
ADVERTISER	DairyNZ
ADVERTISEMENT	Dairy NZ, Radio
DATE OF MEETING	18 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Dairy NZ radio advertisement for the Vision is Clear environmental clean-up says in part: “Here’s an easy way we can all help improve our waterways. Remember, every time you go to the beach pick up 3 pieces of rubbish each...To see more tips and do your bit to clean up our waterways visit thevisionisclear.co.nz “

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

Complainant, D Owen, said: Dairy NZ’s involvement and financial support of ‘The Vision is clear’ campaign is deliberately vague, at the end of the advertisement it only says ‘powered by Dairy NZ’. This is misleading to consumers as this is advertising by Dairy NZ employed to deflect negative public opinion away from their industry.
the advertiser controlling content & message has not been clearly identified in this case.

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

The Chair noted the Complainant’s concern the advertisement does not clearly identify the Advertiser and could be misleading.

The Chair confirmed the advertisement promoted the Vision is Clear movement which states its aim as inspiring all Kiwis to get involved with looking after New Zealand’s rivers, streams, lakes and beaches.

The Chair said the advertisement ended with a call to action to visit thevisionisclear.co.nz website and the statement “Powered by DairyNZ”. The Chair said the reference to Dairy NZ in the advertisement and the information available via the website address were sufficient to identify the advertiser under Rule 2(a).

The Chair said the identity of the Advertiser was sufficiently clear and the advertisement was unlikely to mislead consumers. She ruled the advertisement was not in breach of Principle 2 or Rule 2(a) or 2(b) of the Advertising Standards Code.

Therefore, the Chair ruled 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 via email or letter within 14 days of receipt of this decision.