

Complaints Board Chair Decision – Settled

Complaint Number: 26/044

Advertiser: DigitalSigns

Advertisement: DigitalSigns Out of Home

Date of Decision: 13 March 2026

Outcome: Settled

Advertisements: There were two billboard advertisements, both displayed in the Auckland area. One of the billboards included the text “Even nice guys get it wrong”, the other said “Know it all”. Both billboards included photos of people and the website BDO-complaints.co.nz.

Summary of the Complaint:

The Complainant was concerned that the billboard advertisements were not socially responsible because they were misleading, potentially defamatory, included unauthorised personal information and the name of the advertiser was not identified.

Relevant Codes: Code – Principle 1, Principle 2, Rule 1 (a) Privacy, Rule 2 (b) Truthful Presentation, Rule 2 (e) Advocacy Advertising;

Decision: The Complaints Board Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. Following receipt of the complaint the Advertiser confirmed they had removed the advertisements.

Given the self-regulatory action of removing the advertisements, the Chair said it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled the complaint was settled.

Appeal Process

Our process allows any party to the complaint to appeal. Information about our appeal process is on our [website](#). You must notify us of your intent to appeal within 14 calendar days of receiving the written decision. You must send your full appeal application to us within 21 calendar days of receiving the written decision.