

**Advertiser** Media5  
**Product or service** Services  
**Ad Type** Other  
**Other Ad Type** Billboard

Note: The Advertising Standards Code is intended to ensure ads are “legal, decent, honest and truthful” and prepared with social responsibility.

Principle 1 Social Responsibility and Rule 1(a) Privacy are expressly set out in the Code text (as commonly published), including that ads must be prepared with due social responsibility, and that ads may only portray or refer to personal information that is publicly available (otherwise with consent).

Billboard 1

Location: Albany / Constellation Drive southbound off-ramp, Auckland

Date observed: 28 March 2026

Time observed: 1:00pm

Evidence: Photograph attached showing the full billboard in situ

Billboard 2

**Complaint details**

Location: Just after Greenlane, Auckland (southbound)

Date observed: 3 March 2026

Time observed: 8:00am

Evidence: Photograph attached showing the full billboard in situ

I am writing to lodge an urgent complaint regarding two roadside billboards that appear to be in breach of the Advertising Standards Code.

The first billboard, located on the Albany / Constellation Drive southbound off-ramp, does not appear to promote any identifiable product, service, brand, or public information.

Instead, the content appears to reference an identifiable individual (Nick Innes-Jones) in a manner that is personal in nature and potentially defamatory, without any clear advertising purpose.

A second billboard located just after Greenlane similarly appears to reference another identifiable individual (Andy McKay). As with the first billboard, there does not appear to be any legitimate advertising, commercial, or public interest objective. The content again appears personal and potentially harmful in nature.

Given the highly visible roadside placement of both billboards,

the absence of an identifiable advertiser or product, and the apparent personal nature of the messaging, the advertisements raise concerns under fundamental advertising principles, including social responsibility, fairness, and the avoidance of harm. Their continued public display risks reputational damage to named individuals and may mislead or improperly influence members of the public.

I respectfully request that the Advertising Standards Authority urgently investigate whether these billboards comply with the Advertising Standards Code and, if found to be in breach, require their immediate removal.



(even nice guys get it wrong)

**Nick Innes-Jones**  
Advisory Partner

[BDO-Complaints.co.nz](http://BDO-Complaints.co.nz)





**Andy McKay**  
National Leader

Know it all



[BDO-Complaints.co.nz](http://BDO-Complaints.co.nz)