

It's not often Private Bin takes notice of roadside billboards, but we nearly slammed our brakes on Auckland's Southern Motorway this week after spotting the one pictured below. That's because it pictured BDO partner Andy McKay alongside a crossed-out logo of one of the country's largest accounting firms. There's apparently one on the Northern Motorway as well, featuring fellow BDO partner Nick Innes-Jones, with both billboards featuring a link to a website dubbed "BDO complaints". Sure, Private Bin is in the middle of research for *NBR's* annual [The Accountants series](#) and so is more likely than most to find this sort of thing interesting, but given the activity on a Reddit thread this week about the billboards, it's clearly sparked wider interest. Having dug a little further into who is complaining about BDO, however, Private Bin is reluctant to give the campaign much more airtime than this brief note – the guy behind it has also waged (unsuccessful) campaigns to get *NBR* to [remove historical stories](#) about his failed business ventures, and he was also the subject of this quite awful RNZ story [in 2024](#). Anyway, Private Bin would also note a BDO spokesperson's response to the campaign: "We're unable to comment on current or former clients, but we are taking advice on the matter." More to come.

