

Our Advertising and Marketing Promotion Guidelines



As New Zealand's largest automotive industry body, representing over 3,800 automotive businesses and acting as a strong advocate for motorists, it is critical that both the public and our members have confidence in all advertising and marketing promotions that feature the MTA name and/or brand.

The following guidelines provide the parameters under which the MTA name and/or brand (including logos and trademarks) can be used in any advertising or marketing activity.

All advertising and marketing promotions featuring the MTA must follow all applicable laws, regulations and advertising standards, and comply with MTA's brand guidelines.

PURPOSE

The purpose of these guidelines is to ensure that any advertising or marketing communications featuring MTA is always **legal, decent, honest and truthful**, and respects the principles of **fair competition** including social responsibility and truthful presentation.

SCOPE

These guidelines cover all forms of advertising and marketing promotions that reference MTA, placed in any media including digital marketing and social media.

MTA members and their marketing partners and/or advertising agencies are permitted to use the MTA name and/or brand (including logos and trademarks) in the promotion of their businesses without MTA's prior approval.

An external party must not use the MTA name or brand or refer to MTA's name or brand directly or indirectly in any media release, public announcement, advertising, promotional communication or public disclosure **without MTA's prior written approval**.

MTA reserves the right to reject any advertisement or marketing promotion that we deem to be inaccurate, misleading, unethical, dishonest or illegal.

Ultimately the responsibility to be aware of and comply with all aspects of advertising regulation is shared between all the parties to an advertisement, including the advertiser, agencies and media organisations.

APPLICATION

We are committed to ensuring that all advertising and marketing promotions featuring MTA:

- Complies with MTA's brand and language guidelines
- Does not bring MTA into disrepute
- Adheres to the Advertising Standards Authority (ASA) [Codes of Practice](#) and to all applicable laws (including but not limited to: The Fair Trading Act 1986 and The Consumer Guarantees Act 1993)
- Is honest, accurate and fair

- Is responsible, particularly with respect to the safe and sustainable use of motor vehicles, and
- Respects the principles of fair competition.

The principles of fair competition include:

- **Social Responsibility**

Advertising and marketing promotions must be socially responsible and *must not*:

- Use indecent or offensive material
- Exploit children or young people
- Demonstrate or promote unsafe behaviour unless for education purposes or similar
- Cause unjustified fear or distress
- Undermine health or wellbeing, or
- Encourage environmental harm or degradation.

You must also respect customer privacy and obtain consent to use personal information.

- **Truthful Presentation**

Advertising and marketing promotions must not mislead customers, either through implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise.

Advertising and marketing promotions must be factual and accurate; especially when using data or statistics, or when comparing a product or service to a competitor's offering.

NEED HELP?

If you are unsure whether an advertisement meets legal, industry and/or MTA's guidelines, please contact us at: mta@mta.org.nz

If any customer or member of the public has questions or wants to raise concerns about any advertisement or marketing promotion that features the MTA name and/or brand, they can email us at: mta@mta.org.nz