

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Vuyisile Mbalula
Advertiser	Mukuru Africa (Pty) Ltd
Consumer/Competitor	Consumer
File reference	484 – Mukuru – Vuyisile Mbalula
Outcome	Undertaking
Date	24 October 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Vuyisile Mbalula against radio advertising for the Mukuru cash transfer service.

Description of the advertising

The advertising in Sesotho. The English translation is:

MV1 Hey, you know, I need to send money home to Lesotho but I do not have a passport.

MV2 (Exclaims) You do not have a passport? That issue is not a problem at all. Join Mukuru only using your Lesotho identity card.

MV1 Really? I can join only using my ID?

MV2 Yes, Mukuru allows you to join using your Lesotho identity card. And you are able to send 25 000 Maluti per month.

MV1 (Exclaims in surprise)

MV2 Press *130*567# or send the word “dumela” by whatsapp to +2786 001 8555 today.

MV1 (Laughing) Thank you so much Mukuru. (Exclaims gleefully)

Complaint

In essence, the Complainant submits that it is illegal to be in South Africa without a passport if you are a Lesotho national.

Response

The Advertiser submitted the following, *inter alia*:

- Mukuru Africa is not a member of the Advertising Regulatory Board and is thus not bound by its rulings. However, it has elected to respond to the complaint because:
 - the Mukuru Money Transfer Service is a customer-centred business and Mukuru Africa is committed to lawful, fair and honest advertising; and
 - Mukuru Africa wishes to respond to the compliant in good faith in order to address the concerns raised by the complainant.
- The period during which the radio advertisement was to be aired, namely 23 September 2019 - 6 October 2019, has expired.
- Mukuru Africa does not admit any liability in respect of this complaint but does undertake to review and amend the content of the radio advertisement if it is ever to be aired again.

Application of the Code of Advertising Practice

The following clause was considered in this matter:

Legality – Clause 3.3 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the Advertiser has undertaken to ensure that the advertising is amended to address the complaint at hand.

The ARB Directorate is satisfied that the undertaking by the Advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.