

Futurefin in breach of ASA ruling

The Advertising Standards Authority (ASA) of South Africa's Advertising Industry Tribunal recently confirmed that Futurefin's advertising is in breach of previous ASA rulings. Standard Bank submitted that a claim substantially similar to the offending claim still appeared in the television and billboard advertising and that Futurefin was therefore in breach of the Directorate ruling and should be sanctioned. Futurefin advertises financing for luxury cars at low rates, but according to the ASA, fails to inform consumers of the relevant terms in a clear manner. The "catches" to the deal include a large deposit and residual payment.

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