

How the ASA ruling changed shared ownership marketing (ish)



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With over 15 years experience in marketing both client and agency side, shared ownership marketing, creative campaign development and delivery is a passion. At Full Comms we pride ourselves on making you & your homes look top notch; we're here to make you, and your buyers, look.

A Southampton FC fan (yes bring all the 9-0 jokes my way), I'll have a vodka tonic if you're buying, once got pushed over by Alex James from Blur, and recently completed the MoonWalk Marathon with the team.

A bit of a timeline

The OG steering group forms with the NHF leading the campaign



2018-
2019

2020

Year 1 of the campaign is underway

The year the complaint was made

Keaze & Full Comms takeover the campaign, launching in July



2021



2022

Year 3 is launched in November

ISSUE 1



A young child with blonde hair, wearing a white t-shirt and shorts, is climbing a wooden staircase. The child is seen from behind, moving up the steps. The background is a plain, light-colored wall.

Staircasing to 100%

was claimed to be misleading, but the
ASA recognised it's down to an
individuals circumstances, not a
mandatory requirement of the scheme

ISSUE 2



A woman with curly hair, wearing a yellow sweater, is pointing her right index finger towards the text. She has a surprised or excited expression. The background is a solid blue color.

The campaign said


“IT’S YOURS”

and the ASA ruled it isn’t







A hand is shown holding a slice of a round chocolate cake. The cake is divided into several slices, and one slice is being lifted. The background is a solid light green color. The text "Part buy, part rent" is written in a large, white, sans-serif font, with the first letter of each word being capitalized. The text is centered over the cake.

“Part buy,
part rent”

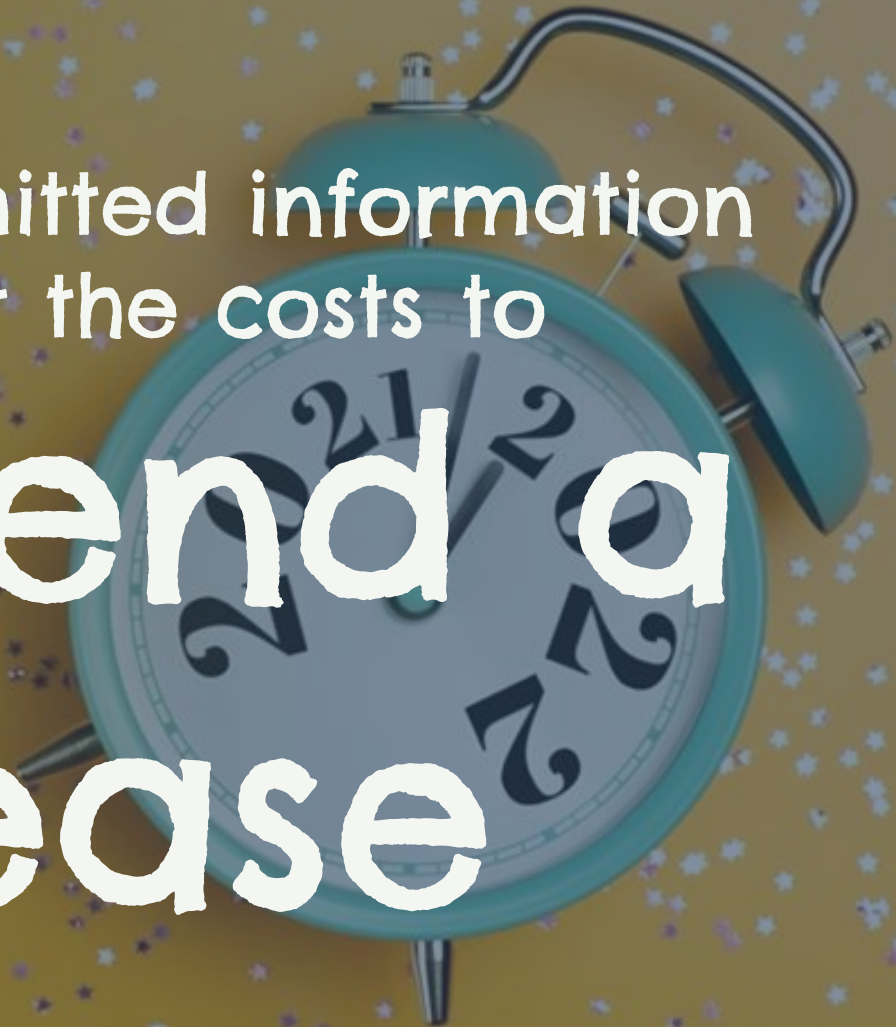
exaggerates the level
of ownership

ISSUE 3



The ad omitted information
about the costs to

extend a
lease



The ASA's response

“

The campaign **goes beyond** merely introducing shared ownership as an option and could **influence consumers'** transactional decisions. While we would not expect the ad to have set out all of the risks or differences involved in shared ownership compared to outright ownership, we considered that such information on the above risks was likely to be material to consumers when deciding whether or not to participate in the shared ownership scheme.

The ASA's response

We therefore considered that the ad should have **made those risks clear** when describing the scheme as “part rent, part buy”, or stating “It’s yours” and by omitting that material information, the claims **exaggerated the level of ownership** and proprietary rights attained by those who took on a shared ownership arrangement. For those reasons, we concluded that the ad was misleading. ”

How have we
responded?

Since 2021...

LOSING YOUR
LIE IN TO THE
VACUUM AT 7AM

That's NOT what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

QUEUING FOR
YOUR TURN IN
THE BATHROOM

That's NOT what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

LIVING HARRY
POTTER STYLE FOR
£700 A MONTH

That's NOT what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net



THE PLACE TO YOURSELF

That's what SHARED OWNERSHIP means

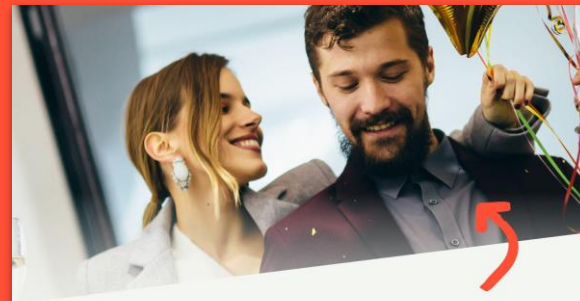
Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net



YOU HOSTING CHRISTMAS DINNER NEXT YEAR

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net



NOT TIP-TOEING IN AFTER A LATE ONE

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

Complete copy audit of every word and statement on the sharedownership.net, including updates to:

- Not stating “it’s yours” anywhere within the language used
- Referring to purchasers as shared owners, rather than ‘owners’ or ‘home owners’
- Using language such as “you may be able to” or “you might” rather than “you can” or “you will”

- When explaining what shared ownership is/how it works, include a statement (which may be within small print depending on format of information/advertisement) of 'your home is at risk if you do not keep up mortgage, rent and other applicable payments on the home'
- Ensuring all information is factual, and not necessarily persuasive in a way that could be misleading

2021 CAMPAIGN IN NUMBERS

5,268,628

accounts reached on social media
via paid ads on Facebook & Instagram

51K

clicks from social ads

134,018

accounts reached via
TikTok influencer partnership

12

advertorial articles published
with nearly 25k reads

1,071,850

impressions on press websites

7.24MILLION Google display network
impressions



