

COMPLAINT NUMBER	16/352
COMPLAINANT	J. Jamieson
ADVERTISER	Holden NZL
ADVERTISEMENT	Holden Television
DATE OF MEETING	10 October 2016
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Holden Spark car showed a daughter being told to wear smaller clothes by her parents as “smaller is better” The advertisement then shows the daughter after she has changed clothes, getting in and driving away in the Holden Spark car.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, J. Jamieson, said: The Holden advert was overtly sexist and diminishing to women displaying reckless attitude to good parenting of young women and encouraging a poor self image of it being ok to dress in a way that would draw attention to them. Men would never be objectified in this way.

The relevant provisions were Basic Principle 4 and Rule 5 of the Code of Ethics and Basic Principles 3 and 5 of the Code for People in Advertising.

The Chair noted the Complainant’s concerns that the advertisement was sexist and objectified women.

The Chair said the advertisement was promoting a smaller car as being better. When viewing the advertisement, Chair said it was a light-hearted humorous play on a stereotype about parenting and parent’s opinions about the way their daughter’s dress.. The Chair also said that the daughter changed into a jumpsuit which although was shorter than the dress she had been wearing, was not revealing or showy and was typical of what a teenager would wear.

While the Chair acknowledged the offence the advertisement caused the Complainant, the Chair was of the view the advertisement did not reach the threshold to cause either serious or widespread offence, and had therefore been prepared with a due sense of social responsibility under the Code of Ethics. Neither did the advertisement portray people in a manner which, taking into account prevailing community standards, was reasonably likely to cause serious or widespread offence or use sexual appeal in a manner which is exploitative or degrading so it did not breach Principles 3 or 5 of the Code for People in Advertising.

Accordingly, the Chair ruled that there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed.**