

<b>COMPLAINT NUMBER</b>	17/156
<b>COMPLAINANT</b>	D Morrision + S Stewart
<b>ADVERTISER</b>	European Distributors - Skoda
<b>ADVERTISEMENT</b>	European Distributors – Skoda, Television
<b>DATE OF MEETING</b>	29 May 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Skoda television advertisement shows a young girl in the back of a car on a journey with her parents, singing along in an animated fashion to the song Black Velvet.

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

**Complainant, D Morrision, said:** Tonight I viewed for the first time a new Skoda advert advertising a new white SUV and in the back seat is a young child sing the Black Velvet song. The actor ( which is meant to be the child's father) is driving the vehicle erratically and on several occasions the vehicle crosses the white centerline and then moves back onto the correct side of the white line.

I would be thinking that the accidents we have in NZ regarding that exact behavior on the roads then would not be part of a advert such as the one I'm referencing tonight?

**Complainant, S Stewart said:** The car used in the advertisement crosses the centre line many times during the advertisement. While it says that it was filmed overseas, explaining the driver using the right hand side of the road, it demonstrates poor driving. With many tourist drivers in NZ, this demonstrates poor use of the road.

**The relevant provisions were Code of Ethics - Basic Principle 4; - Code for Advertising Vehicles - Guideline 2 (a), Principle 2.**

**The Chair** noted the Complainants' concerns that the driver in the advertisement was driving erratically.

The Chair noted that the advertisement had been filmed overseas in a controlled, closed road environment. The Chair also noted that the driver had used the indicator in at least one instance when the centre line was crossed. While the Chair agreed the images crossing the centre line were not ideal, they were fleeting and overall the advertisement did not reach the threshold to be said to be glorifying excessive speed or unsafe driving practices.

While acknowledging the Complainants' concerns, the Chair said the advertisement was not in breach of Principle 2 and Guidelines 2(a) of the Code for Advertising Vehicles. The Chair said the advertisement had also been prepared with the due sense of social responsibility required by Basic Principle 4 of the Code of Ethics and there was no apparent breach of the Advertising Codes.

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

**Chair's Ruling:** Complaint **No Grounds to Proceed**