

COMPLAINT NUMBER	17/432
COMPLAINANT	G N Ruiter
ADVERTISER	Haval Motors New Zealand
ADVERTISEMENT	Haval Motors New Zealand, Television
DATE OF MEETING	30 November 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Haval SUV television advertisement showed a family who had bought an expensive SUV and were living in it. Their neighbours drove by in a more affordable Haval vehicle and pulled into their home with the voice over saying... “Luxury you won’t have to sell the house for...With Haval now you really can have it all”

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

Complainant, G N Ruiter, said: In the add they advertise for a car and it shows a family, living out of their fancy car because they can’t afford the nice new flash car. I think it is just taking the piss as in New Zealand there are families living in their crappy old car because they simply don’t have a choice. It is a badly chosen theme for an ad and I find it offensive and currently not funny.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5.

The Chair noted the Complainant’s concern the advertisement is mocking the homeless who have no choice but to live in cars.

The Chair said the advertisement was hyperbolic in nature and attempted to use humour to try and make the point about price difference between their product and the competitors.

While acknowledging the serious nature of homelessness in New Zealand, the Chair said the Complainant had taken an overly sensitive interpretation of the advertisement which was unlikely to be the general consumer take-out of the advertisement.

The Chair ruled the advertisement had not reached the threshold to breach Basic Principle 4 or Rule 5 of the Code of Ethics.

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

Chair’s Ruling: Complaint No Grounds to Proceed