

COMPLAINT NUMBER	17/409
COMPLAINANT	P.Watson
ADVERTISER	The Independent Forklift Company Ltd
ADVERTISEMENT	The Independent Forklift Company Ltd, Out of Home
DATE OF MEETING	11 December 2017
OUTCOME	Settled – advertisement changed/removed

Advertisement: The advertisement featured on the rear of an Independent Forklift Company van. The van had an image of a woman in her underwear and the words "USED FORKLIFTS" as well as "You know you're not the first... But does that really matter?"

The Chair ruled the complaint was Settled.

Complainant, P.Watson, said:

On Thursday 2 November I was driving in Hornby, Christchurch and saw one of Independent Forklift's vans with an offensive advertisement on the back. The ad is as photographed in this previous Timaru Herald article.

This article suggests that ASA previously received complaints, and agreed the vans did not meet standards.

What can we do to remove these advertisements? I also believe an acknowledgement of this error in judgement and an apology from Merv Dore and the board would be appropriate.

I felt offended and distressed when I saw and understood the advertisement. I feel that it promotes objectification of females, undermines gender tolerance and undermines our ambition to make New Zealand a safe society.

Response from Advertiser, The Independent Forklift Company Limited

" We are the new owners of the business and have been working on changing out business advertising including the signage on the back of the technicians' vans....we have already started this process to a much 'crisper' image, including the rear windows – the new livery doesn't have anything on the rear, but we are working on a much more professional image. I can confirm that the van in question had its signwriting removed earlier today and that tomorrow two other vans with similar slogans are also having the signwriting removed."

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5; Code for People in Advertising - Basic Principle 5.

The Chair noted the Complainant's concern the vehicle signage was offensive and promoted the objectification of females.

The Chair acknowledged the Advertiser had made changes to the vehicle signage, removing the images and wording which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the vehicles, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled – advertisement changed/removed**