

COMPLAINT NUMBER	18/014
COMPLAINANT	D Lucas
ADVERTISER	Waikato Regional Council
ADVERTISEMENT	Reduce the Risk, Digital Marketing
DATE OF MEETING	17 January 2018
OUTCOME	Settled – advertisement removed

Advertisement: The Waikato Regional Council Facebook campaign, Reduce the Risk, www.facebook.com/reducetherisknz, used the 12 days of Christmas concept to show 12 days of possible driving distractions. Day 4 asked if viewers had ever been distracted by a “Hot Bod?” The image behind the door was of two young women wearing bikini tops and shorts.

The Chair ruled the complaint was Settled.

Complainant, D Lucas, said: Reduce The Risk invite people to comment on ‘hot bods’ as a potential distraction when driving. In a country where sexual assault is all too common, and where women are regularly demeaned and young people body-shamed, this is both distasteful and boorish. As a social media post, it invites comments, many of which are highly sexually charged, bordering on assault. All of this is based purely on physical appearance. It is irresponsible.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 11, Rule 5; Code for People in Advertising - Basic Principle 3, Basic Principle 5.

The Chair note the Complainant’s concern regarding the sexualised message the advertisement may be portraying.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending references which were of concern.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the image from the website, 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 removed**