

COMPLAINT NUMBER	18/088
COMPLAINANT	T Brewster
ADVERTISER	Holden NZL
ADVERTISEMENT	Holden NZL, Television
DATE OF MEETING	26 March 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Holden television advertisement shows a man and child driving with the driver raising an index finger in acknowledgment of drivers coming in the opposite direction. The boy asks what the gesture means and is told it is about the "1% finance rate across the Holden range."

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

Complainant, T Brewster, said: when actors showing 1 finger saying that it signifies 1% interest on a loan to buy a car..it is also the ISIS salute...

The Islamic State militants, known as ISIS, are now using a single, raised index finger as the symbol of their cause. It's a well-known sign of power and victory around the world, but for ISIS, it has a more sinister meaning.

Nathaniel Zelinsky writes in Foreign Affairs that the gesture refers to the tawhid, "the belief in the oneness of God and a key component of the Muslim religion." More specifically, though, it refers to their fundamentalist interpretation of the tawhid, which rejects any other view, including other Islamic interpretations, as idolatry. Zelinsky writes that when ISIS uses the gesture, it is affirming an ideology that demands the destruction of the West, as well as any form of pluralism. For potential recruits around the globe, it also shows their belief that they will dominate the world.

I don't think that's it very appropriate for today's society

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

The Chair noted the Complainant's concern that the advertisement showed actors raising their index finger which is known to be the Islamic State militant salute.

The Chair said the raised finger gesture was a standard driver acknowledgment towards other drivers and the Advertiser was using this to promote its 1% finance offer

The Chair also noted the drivers in the advertisement raised their finger while their hands remained on the steering wheel which was a very different gesture to that used by Islamic State militants.

Whilst the Chair acknowledged the genuine concern of the Complainant, she said it was an extreme interpretation of the gesture in the advertisement and was unlikely to be the general consumer take-out.

The Chair ruled the advertisement did not breach Basic Principle 4 or Rules 4 or 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**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.