

COMPLAINT NUMBER	18/145
COMPLAINANT	I. Norton and L. Ellingham
ADVERTISER	Honda New Zealand
ADVERTISEMENT	Honda, Television
DATE OF MEETING	5 June 2018
OUTCOME	Settled

Advertisement: The television advertisement for Honda showed a young boy urinating on a tree before climbing into a Honda CR-V. The advertisement also showed a family packing up their car after a picnic or similar in the rain and driving in their CR-V in an urban dessert setting and stated, in part: “Family life is an ever-changing adventure, that’s why we developed the Honda CR-V to be ready for anything. Because the joy of moving you, is what moves us.”

The Chair ruled the complaint was Settled.

Complainant, I. Norton, said: “Advert begins with a child insinuated to be urinating against the tree. This is a criminal activity in New Zealand and it is disgusting and unnecessary for the premise of the advert.”

Complainant, L. Ellingham, said: “Little boy urinating on a tree extremely offensive and against New Zealand law.”

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

The Chair noted the Complainants were concerned the advertisement implied a boy was urinating in a public place which was an illegal act under the Summary Offences Act 1981.

The Advertiser responded that on the day it received the complaint it instructed its Media Agency to remove the advertisement and all Broadcasters confirmed that had taken effect and it will not play again. The Advertiser said, in part: “the section of the advertisement at the cause of the complaint will be removed completely before it plays on air again.”

The Chair noted the self-regulatory actions of the Advertiser in removing the advertisement and undertaking to amend it to remove the scene of concern. The Chair said it served no further purpose to place the matter before the Complaints Board for a determination. Accordingly, the Chair ruled the complaint was Settled.

Chair’s Ruling: Complaint **Settled**

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.