

COMPLAINT NUMBER	18/144
COMPLAINANT	C. Stewart
ADVERTISER	Chris Gommans Contracting
ADVERTISEMENT	Out of Home
DATE OF MEETING	6 June 2018
OUTCOME	Settled – advertisement removed

Advertisement: The advertisement for Chris Gommans Contracting appeared on the side of a digger and showed the silhouette of a woman bending over alongside the words: “Your hole is our goal”.

The Chair ruled the complaint was Settled.

Complainant, C. Stewart, said: “I witnessed this advertising on an excavator with the owners contact details. I find it offensive. The media have been involved in this story. I and others found the company image and catchphrase highly offensive.”

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

The Chair noted the Complainant was offended by the image and phrase on the digger.

The Advertiser acknowledged the Complainant’s concern and removed the image of the woman, explaining that the digger “was purchased with that sticker on it. This is not our companies slogan, nor do we promote it. It is not advertised on any other vehicle owned and operated by Chris Gommans Contracting. We apologise to the complainant and any members of the public who may have been offended by this. It was not our intention to offend anyone as it was only on this one piece of machinery, and now that it has been removed.”

Noting the self-regulatory action of the Advertiser in removing the image from the digger, the Chair ruled it served no further purpose to place the matter before the Complaints Board for determination and ruled the matter 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.