

COMPLAINT NUMBER	18/202
COMPLAINANT	R Lennox
ADVERTISER	Renault New Zealand
ADVERTISEMENT	Television
DATE OF MEETING	2 July 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Renault Captur car is spoken in French with English subtitles. It begins with the words “Hello, my beautiful friends” and goes on to say: “Some unkind people say Kiwis have no sense of style.” The actor compares the style of the Kiwi polar fleece and “floppy rubber shoes” to the Renault Captur and says “Oh my God, look at her, such beautiful, so style. Be still my beating heart muscle.” The advertisement ends with an invitation to contact a dealer for a test drive and the price.

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

Complainant, R Lennox, said: “The advert was advertising a Renault Captur vehicle. There were subtitles and one of the subtitles said "Oh my God" which is blasphemy in it's crudest sense and offends me as a Christian.”

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

The Chair noted the Complainant’s concern the advertisement used blasphemy and this was offensive to them as a Christian.

The Chair referred to a previous Complaints Board Decision (04/052) that stated, in part:

“... the phrase (Oh my God) had, through frequent use, lost its strictly religious meaning and become generally accepted as part of everyday language.”

The Chair said the above Decision was directly applicable to the complaint before her and, while she acknowledged the Complainant was offended by the expression “Oh My God,” she considered its inclusion in the advertisement was unlikely to cause either serious or widespread offence in the light of generally prevailing community standards. As such, she said the advertisement had been prepared with the due sense of social responsibility required by the Code of Ethics.

Accordingly, the Chair said there was no apparent breach of the Code of Ethics and 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.