

COMPLAINT NUMBER	18/401
COMPLAINANT	C Zhou
ADVERTISER	Car Jam
ADVERTISEMENT	Car Jam, Out of Home
DATE OF MEETING	26 November 2018
OUTCOME	No Grounds to Proceed

Advertisement: The poster advertisement for Car Jam shows a man with a cigarette in his mouth and the text "Wash your hands of Dirty Deals. Search with Car Jam."

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

Complainant, C Zhou, said: Print image with guy having cigarette in him mouth, against public common perception of smoking is bad or smoke free. Image could misleading the public to think smoke is cool or bad influence on young people who is using the public facility.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2, Rule 4

The Chair noted the Complainant's concern the image of a man smoking in an advertisement could set a bad example for young people.

The Chair said the advertisement was portraying a negative stereotype of a used-car salesman, with a cigarette in hand. The Chair said the consumer takeout of the advertisement was this character was untrustworthy and the outdated image of smoking would be associated with that.

The Chair said while it was not ideal for any advertisement to use images of cigarette use, she said it was unlikely young people would find this image appealing or want to emulate it. The image was also unlikely to offend against generally prevailing community standards.

The Chair said the advertisement did not reach the threshold to breach Basic Principle 4 or Rules 2 or 4 of the Code of Ethics.

Therefore, 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.