

COMPLAINT NUMBER	19/033
COMPLAINANT	B Lucas and 3 others
ADVERTISER	Great Lake Motor Distributors Limited
ADVERTISEMENT	Great Lake Motor Distributors Limited Television
DATE OF MEETING	4 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Ssangyong Rhino utility vehicle featured a story about a project to save the African rhinoceros by going “after the kingpins of organised crime”. The advertisement showed pictures of maimed and dead rhinoceros. The voiceover said: “With every Ssangyong Rhino Ute sold a donation will go towards saving the African rhinos.” The advertisement ended with a picture of a Ssangyong Rhino Ute, on sale for \$25,990. To the left of the ute was the ‘Save the Wild’ logo.

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

Complainant, B Lucas, said: This advertisement is the most appalling and callous advert my family has ever witnessed. It comes on to the screen so fast you do not have any time to press the off button on the remote. It shows the utmost cruelty to Rhino’s under the guise of raising funds for the Save the Rhino Fund. It is actually an advert for a Ssangyong vehicle and to have had the misfortune to look up at the TV and catch this advert where they show different Rhino’s in the most appalling state and in terrible pain to raise money is just shocking to say the least. There are better ways to advertise for funding without showing such graphic cruelty to animals on any level. Please remove the advert for the sake of families across New Zealand.

Three other complainants had similar concerns.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(f), Rule 1(g).

The Chair noted the Complainants’ concerns the advertisement portrayed cruelty to rhinoceroses, under the guise of raising funds for an organisation working to protect rhinoceroses from poachers. At the same time, the advertisement is promoting the sale of the Ssangyong Rhino Ute.

The Chair noted the advertisement, which was rated GXC, was played in an appropriate time slot. The Chair said the material featured in the advertisement was no worse than other material which could be played at a similar time, for example, on TV news items.

The Chair said the imagery used in the advertisement was designed to elicit sympathy for the plight of the rhinoceros species. While she acknowledged the distress these images had caused, she said the advertisement did not condone violent behavior or cause fear without justification.

The Chair ruled the advertisement did not reach the threshold to cause harm or serious or widespread offence.

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.