

COMPLAINT NUMBER	19/024
COMPLAINANT	J Jones
ADVERTISER	VTNZ
ADVERTISEMENT	VTNZ Television
DATE OF MEETING	4 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for VTNZ shows a fictional character, Mr Road Commander, at a VTNZ branch, speaking to an attendant. He says: “It’s a good thing that you’re open so early” as he and “Linda” are heading up North. He then says: “I used to get a bit ‘road rage-y’, I’m better now though...” As he is speaking, he has been trying to connect his seatbelt. Suddenly he lets out a howling sound, tugs at the seatbelt aggressively and bangs on the steering wheel. He then becomes quiet again and we hear the click of his seatbelt successfully connecting.

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

Complainant, J Jones, said: I feel that the advertisement about VTNZ is inappropriate to all concerned.

Why do we have to see that idiot jumping in his vehicle and screaming his head off. It is not a good example of how you deal with situations.

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

The Chair noted the Complainant’s concerns the advertisement was inappropriate because of the behavior of one of the characters.

The Chair said the likely consumer take-out of the advertisement was that it was a humorous depiction of a hyperbolic scenario, which was not intended to be taken literally. Mr Road Commander’s unpredictable behaviour serves to hold the viewer’s attention, so they might be better informed about the existence, and opening hours, of VTNZ branches.

While acknowledging the concern the advertisement caused the Complainant, the Chair said the advertisement did not contain anything that was indecent or likely to cause harm or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule. The Chair said the advertisement had been prepared and placed with a due sense of social responsibility.

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.