

<b>COMPLAINT NUMBER</b>	19/387
<b>COMPLAINANT</b>	M Fleet
<b>ADVERTISER</b>	Isuzu NZ
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	7 October 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for an Isuzu D-Max Ute introduces a man called John Simpson who “has been driving this D-Max for a while now ... John’s a good bastard, be like John, trade up to a new Isuzu D-Max.”

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

**Complainant, M Fleet, said:** The language used is not warranted. The advertisement depicts someone trading in a vehicle to then buy a new one and then describes them as ‘a good bastard’. Why is this language on TV required? I am watching the broadcast with my children and don’t think it’s acceptable in the slightest. Please do something about it and take a stand against crass and lowest common denominator advertising before we’re watching ads saying ‘buy this..... It’s fucking great....’ or ‘if you don’t buy this... You must be a cunt’..

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

**The Chair** noted the Complainant’s concerns about the use of the phrase “a good bastard” in the advertisement.

The Chair referred to a precedent decision, 17/431, regarding the same advertisement, which was considered by the Complaints Board in 2017 and was Not Upheld.

The Complaints Board agreed the term ‘good bastard’ was a colloquial reference used in a good natured, positive message about looking out for others in a rural community.

In terms of context, medium and intended audience, the Complaints Board said the advertisement used language which was unlikely to offend its target demographic.

The Complaints Board said the use of the word ‘bastard’ in this advertisement did not reach the threshold to offend against the prevailing community standards, cause serious or widespread offence and met the required due sense of social responsibility. Therefore, the Complaints Board ruled the advertisement was not in breach of Basic Principle 4 or Rules 4 and 5 of the Code of Ethics.

Turning to the complaint before her, the Chair said this precedent decision applied, as the same advertisement had been complained about. She said taking into account generally prevailing community standards, the advertisement did not meet the threshold to cause serious or widespread offence and had been prepared with a due sense of social responsibility.

The Chair said the advertisement did not breach Principle 1 or Rule 1 (c) of the Advertising Standards Code.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.