

COMPLAINT NUMBER	19/120
COMPLAINANT	S Choudhury
ADVERTISER	AA The NZ Automobile Association Inc
ADVERTISEMENT	AA Insurance Television
DATE OF MEETING	18 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for AA Insurance shows a woman reversing her car into a narrow car park. While doing so, she is singing the words to the song “Born Free”. As she reverses the vehicle owners on either side of the parking space appear worried that she is going to hit their vehicles. The voiceover says: “You take that parking spot. We’ve got you covered with our lifetime vehicle repair guarantee. Live freer with AA Insurance.”

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

Complainant, S Choudhury, said: I think this particular advertisement in this series is promoting unsafe driving behaviour. As if one insuree is allowed to drive carelessly. This is not an acceptable on-road behaviour and shall not be encouraged on a national television. I would like to request you to take necessary action and stop broadcast of this advertisement. Thanks

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

The Chair noted the Complainant’s concerns the advertisement promotes unsafe driving behavior as the “insuree” is allowed to drive carelessly.

The Chair said while the advertisement was promoting insurance cover in case of accidents, there was nothing unsafe about the way the person in the advertisement was driving. The driver was reversing slowly and carefully, looking behind her. Her driving did not appear to be adversely affected by her singing.

The Chair said the advertisement did not encourage illegal or unsafe practices or encourage a disregard for safety.

The Chair ruled the complaint was No Grounds 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.