

COMPLAINT NUMBER	19/124
COMPLAINANT	A Grammer
ADVERTISER	SsangYong NZ
ADVERTISEMENT	SsangYong Rhino Television
DATE OF MEETING	18 March 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, A Grammer, said:

During a family show last year it was bad enough that when MediaWorks had already been approached and was therefore aware they were advertising animal cruelty during daytime television - so they are blatantly marketing to family genre as a target audience now.

Today while trying to watch Monster Trucks, clearly a family show, not only did they advertise the demise of what happens to rhino’s (of which I cannot watch), but it was aired twice and at least once was in conjunction with the CCF advert for child hunger!

Not only is this a basic breach of the Standards for "Social Responsibility" but it is also clearly immoral for youths and those with mental health issues to see such things, especially without any pre-warning.

At what point will there be a pre-warning for these adverts and greater control on the timing of such content is broadcasted?! ...

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

The Chair noted the Complainant’s concerns the advertisement depicts images of animal cruelty during daytime television with a family audience.

The Chair noted the advertisement, which was rated GXC (General except Children’s programmes), was screened in accordance with its rating. The Chair said the material featured in the advertisement was similar to content 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 contain anything that was likely to cause harm or serious or widespread offence.

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.