

COMPLAINT NUMBER	20/423
ADVERTISER	Auckland Cars
ADVERTISEMENT	Auckland Cars, Facebook
DATE OF MEETING	15 October 2020
OUTCOME	Settled – advertisement removed

Advertisement: The Auckland Cars Facebook advertisement features a woman walking around the car showroom. The camera angle includes lingering shots of the woman from the waist down as she runs her hand over various cars. The advertisement also shows the same woman entering the Auckland Cars dealership with her partner. They look at a variety of cars before making a deal with the salesperson on their chosen vehicle.

The Chair ruled the complaint was Settled

Complaint: On a Facebook add leading to Auckland cars Facebook and the add is presented at the top of the screen this over sexualised the girl and not really advertising the cars.

Offence: Sexualisation and objectification

I was browsing other things and this advert was presented to me.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant's concern the advertisement used the sexualisation and objectification of women to sell cars.

The Chair accepted the complaint to go before the Complaints Board for adjudication as to whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser elected to remove the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled – Advertisement Removed**

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 calendar days of receipt of this decision.