

COMPLAINT NUMBER	21/185
ADVERTISER	Motordrome
ADVERTISEMENT	Motordrome, Radio
DATE OF MEETING	11 May 2021
OUTCOME	Settled- advertisement removed

Advertisement: The Motordrome radio advertisement says “If you’re a woman in need of new car tyres you’ve got two choices, Motordrome Napier or Motordrome Hastings. Then instead of waiting you’ve got two more choices, walk into town and go shopping, or take a Motordrome courtesy car into town and go shopping.”

The Chair ruled the complaint was Settled.

Complaint: For awhile now I have heard an advertisement for Motordrome Tyre and Auto Services on ZM radio at different times and different dates. I believe I heard this again on the 13/4/21 however, I am a little uncertain of the exact date. This advertisement is in relation to Motordrome’s Napier and Hastings stores and I have heard this on the ZM Hawke’s Bay channel.

I wish to lay a complaint as I find one advertisement of Motordrome’s in particular very degrading towards women. The ad reads something like “If you are a woman and are in need of car services, you have two choices. Drop your car into Motordrome and walk into town to go shopping, or drop your car at Motordrome and go shopping”. I find the reference to ‘women’ particularly concerning as the implication here is that ONLY women would want to go shopping, and also that ALL women would want to go shopping. If the company is trying to convey that they are close to town which will allow all genders to kill time while getting services on their vehicles, I feel that there is a more gender neutral, non stereotypical way to go about conveying this message. Rule 1 (c) of the ASA code refers to “Advertisements must not exploit, degrade, denigrate, demean or objectify any person or group of people or any products, services, objects or places”. I believe that this advertisement is degrading women by adhering to a typical gender stereotype and implying that all women would enjoy shopping (and as a stretch, have zero interest in the services that are being undertaken on their vehicles). There is a common misconception in society that women don’t understand the mechanics of their cars, nor are they interested. Due to this, it is widely known that on occasion women find themselves being taken advantage of and being charged more for services due to their lack of knowledge. I feel that this advertisement plays on this misconception, and alludes to the idea that women don’t need to be interested in the details of Motordrome performing services on their cars, and can instead ‘go shopping’. I would argue that this is an unnecessary reference to a particular gender and I don’t like the idea that these types of gender biased stereotypes are being broadcasted for everyone to hear (even little ears) which reinforces a historic and outdated way of thinking. I would greatly consider if this advertisement could be amended or removed.

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

The Chair noted the Complainant was concerned the advertisement presented a stereotype which is degrading to women.

The Chair accepted the complaint to go before the Complaints Board to consider 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 Broadcaster replied on behalf of the Advertiser confirming that after taking into account current prevailing community standards, the advertisement had been removed.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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.