

COMPLAINT NUMBER	21/202
ADVERTISER	Isuzu NZ
ADVERTISEMENT	Isuzu NZ, Television
DATE OF MEETING	5 July 2021
OUTCOME	Settled- advertisement amended

Advertisement: The Isuzu television advertisement promotes the Isuzu D-Max vehicle. The advertisement begins by introducing a D-Max owner “John Simpson from Mount Hay Station, Tekapo.” The advertisement says John is a good bastard for upgrading his D-Max so someone else can have his old one.

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

Complaint: The voice over person said Tekerpoh, where is this?

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

The Chair noted the Complainant was concerned the advertisement mispronounced the place name Tekapo.

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 Marketing Agent on behalf of the Advertiser accepted the pronunciation of Tekapo in the advertisement was not correct. The Advertiser sought guidance on the correct pronunciation from Ngāi Tahu, the principal Māori iwi of the South Island and rerecorded the voiceover on the advertisement with the correct use of the name Tekapo.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action of amending 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 amended**

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.