

COMPLAINT NUMBER	21/299
ADVERTISER	Kowhai Roof Coatings Ltd
ADVERTISEMENT	Kowhai Roof Coatings, Radio
DATE OF MEETING	24 August 2021
OUTCOME	Settled

Advertisement: The Kowhai Roof Coatings radio advertisement promotes their service and 12 year warranty. The advertisement finishes with contact details for the Advertiser.

The Chair ruled the Complaint was Settled.

Complaint: I have looked through the ASC & could not identify a relevant breach for this complaint.

Essentially, the advertiser in mention is mispronouncing the word 'Kōwhai'. If I were to spell it the way they say it, they're saying 'Kauwhai'. The issue is that they are normalising the mispronunciation of a Māori word & have done so for many years. It's offensive for several reasons: 1. This is their company name & they have adverts that mispronounce it. 2. It is offensive to Māori to hear a professional organisation named a Māori title and can't even say it. 3. My name is Te Kōwhai and every time I hear this ad, I cringe because it reminds me of my struggles to correct people who said 'Kauwhai'.

Continuous advertising of 'Kauwhai' butchers the Māori language & should immediately be corrected in advertising.

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

The Chair noted the Complainant was concerned about the pronunciation of a Māori name in the advertisement.

The Chair said the advertisement is not currently on air and the Advertiser has confirmed it will not be used again. The Chair noted the Advertiser said they are committed to the correct pronunciation of te reo in their advertisements.

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

Chair's Ruling: Complaint **Settled**

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.