

COMPLAINT NUMBER	21/072
ADVERTISER	Turners
ADVERTISEMENT	Turners Radio
DATE OF MEETING	18 October 2021
OUTCOME	No Grounds to Proceed

Advertisement: The 15-second radio advertisement for Turners is narrated by "Tina". She encourages the listener to see her if they are thinking of selling their car. The advertisement goes on to say "or you could sell it yourself... to some random stranger", "who then knows where you live" she adds, whispering.

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

Complaint: Instilling fear into anyone deciding to sell a car privately.....selling to a total strangerthat knows your address

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

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification

The Chair noted the Complaint was concerned the advertisement was inciting fear about selling your car privately.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was that Turners makes it easier for consumers to sell cars through them as you don't have to provide potential buyers with your details, including your address.

Rule 1(g) of the Advertising Standards Code required the Chair to consider whether the advertisement caused fear or distress without justification. The Chair agreed that the advertisement from the car auction business was highlighting what they saw as a benefit of selling a car through their service. Some consumers may value this part of the service, others may prefer to deal with buyers directly.

The Chair said the advertisement did not reach the threshold to cause fear or distress and was not in breach Principle 1 or Rule 1(g) of the Advertising Standards Code.

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.