

<b>COMPLAINT NUMBER</b>	21/512
<b>ADVERTISER</b>	Turners
<b>ADVERTISEMENT</b>	Turners Television
<b>DATE OF MEETING</b>	15 November 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Turners television advertisement showed a man giving his car keys to a couple, to test drive his vehicle. They wave and laugh as they drive away. A woman from Turners appears next to the man and says, "Dave, selling your car? You should've come to see me at Turners". They look at each other without speaking and are then shown in the same position at nighttime. The man says, "Yeah probably. They're not coming back are they?" The Turners logo is then shown on screen.

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

**Complaint:**

I would like to lay a complaint about the Turners Car Auction ad that is currently screening on TV 1.

I find this advertisement objectionable because it features tones of theft, and undermines the trust that New Zealanders place in each other when conducting a private car sale through an advertisement or websites such as Trademe.

I can't believe this ad is allowed on TV, because it may even give people ideas to pose as a genuine car buyer to steal someone else's vehicle.

Every time this ad screens it makes me upset and angry, to think that the people who made this ad think it's okay to portray theft behaviour on television.

Please consider my complaint, and I trust you will do what is right in this situation.

Thank you,

PS - I do like the character Tina from Turners, and don't have a problem with their other ads. It's just that this one portrays theft and it upsets me to think what some people might do when they see this ad and it gives them the idea to do a bad thing.

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

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

**Rule 1(f) Violence and anti-social behaviour:** Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

**The Chair** noted the Complainant was concerned the advertisement shows car theft and undermines the trust that New Zealanders place in each other when conducting a private car sale.

The Chair said the television advertisement for Turners was promoting their service of selling cars on behalf of owners. The consumer takeout would be that Turners can take the stress and risk out of selling a car privately.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said that despite the Complainant's objection to the advertisement and the scenario showing a private sale going wrong, it did not reach the threshold to cause serious or widespread offence for most consumers or offend against generally prevailing community standards.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of Principle 1 or Rule 1(c) 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](http://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.