

COMPLAINT NUMBER	22/064
ADVERTISER	AA Insurance
ADVERTISEMENT	AA Insurance, Television
DATE OF MEETING	7 March 2022
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for AA Insurance shows a woman reversing her car into a narrow car park. While doing so, she is singing the words to the song “Born Free”. As she reverses, the vehicle owners on either side of the parking space appear worried that she is going to hit their vehicles. The voiceover says: “You take that parking spot. We’ve got you covered with our lifetime vehicle repair guarantee. Live freer with AA Insurance.”

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

Complaint: I am concerned that this ad portrays racist and sexist themes. A Maori woman parking a vehicle and males looking on in horror as she has a carefree attitude about how close she is.

A poor choice of people.

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

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

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant was concerned the advertisement portrayed racist and sexist themes due to the reaction of on-lookers to a Māori woman’s driving abilities.

The Chair carefully reviewed the advertisement, which is promoting insurance cover in the event of accidents. The driver parking the car performs the driving manouvre with confidence knowing that she is ‘covered’ while on-lookers are concerned about her level of confidence as she nonchalantly sings out loud as she expertly parks the car.

The Chair said in her view the gender and ethnicity of the character parking the car was incidental to this message and the likely consumer takeout would be the same with a different actor.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of a Māori woman parking a car in the context it was broadcast, was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said

that despite the Complainant's objections to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement 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. 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.