

<b>COMPLAINT NUMBER</b>	22/108
<b>ADVERTISER</b>	Mitsubishi Motors New Zealand Limited
<b>ADVERTISEMENT</b>	Mitsubishi Motors, Television
<b>DATE OF MEETING</b>	11 April 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Mitsubishi Motors advertisement shows two children comparing their parents' new cars. The boy points out several features of his parents' new Mitsubishi Outlander PHEV, to which the girl responds that their vehicle has these features too. A navy Mitsubishi Outlander PHEV then pulls into the neighbouring driveway and the boy realises that the girl's parents have bought the same vehicle.

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

**Complaint:** Can you please look at the new Mitsubishi advert that has the kids comparing their new cars please.

We believe it is in very poor taste given the current struggles most kiwis are in financially, and it's not setting a very positive picture at all. Quite frankly it's solely aimed for or at rich kids in rich areas to compete with each other.

I'm sure we won't be the only people getting very irritated by it. We do not want our 3 children who are of similar ages to the kids in the advert, watching it. Please ask mitsubishi to get real about how tough it is out there for parents and families. Their advert is absolute rubbish.

**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** acknowledged the Complainant was concerned the advertisement was in poor taste to show wealthy children competing against each other during a time of financial struggle for many viewers.

The Chair reviewed the advertisement and considered the likely consumer takeout. The Chair said the Advertiser was attempting to use humour in a hyperbolic situation to highlight the features of a new hybrid electric vehicle. The Chair said the young children have a totally unrealistic level of knowledge about their parent's vehicles which prevents the advertisement being taken literally.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the hyperbole in the advertisement before her, 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.

**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.