

COMPLAINT NUMBER	22/096
ADVERTISER	Trust Motors Limited
ADVERTISEMENT	Trust Motors Limited Digital Marketing
DATE OF MEETING	12 April 2022
OUTCOME	Settled

Advertisement: The Trust Motors Instagram advertisement, posted on the @trustmotorsnz account, promotes the Ford Ranger Wildtrak. The video content shows a man with the vehicle, pointing out its features. Subtitles appear on screen as he talks. He introduces the vehicle, saying "its big, it's black, and it will hit the trails harder than Will Smith hitting Chris Rock" and says "it's loved by nearly as much men as Will Smith's wife".

The Chair ruled the complaint was Settled.

Complaint: This ad for a vehicle contains two crass and inappropriate verbal "joke" references to the very recent Will Smith assault on Chris Rock (the vehicle is as hard as the hit on Chris) and the advertiser also states that the vehicle "is loved by as many men as Will Smith's wife". The advertiser appears to be endorsing the violence used against Chris Rock by Smith and bizarrely associating this vehicle's strength to the assault (making it seem "manly") yet at the time shaming Jada Smith's relationships with other men (making woman seem like "whores"). Firstly I do not see the connection to the vehicle and the private or love life of Will or Jada Smith, nor do I think its appropriate to use Smith's assault on Rock to advertise this vehicle by comparing its strength to said assault. Its an endorsement of violence and an unnecessary mysogentic sexist view on women. Neither of these "jokes" are appropriate nor fitting for vehicle advertising.

I would like to see this ad removed and the makers told to be more respectful towards women and to leave out violence /mysogentic endorsements.

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

The Chair noted the Complainant was concerned the advertisement appeared to be endorsing the violence used against Chris Rock by Will Smith and was misogynistic in its reference to Jada Smith.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers and Media have the option of amending or removing their advertising to comply with the Advertising Codes

Upon receipt of the complaint, the Advertiser removed the Instagram post.

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.

The Chair ruled the matter was Settled.

Chair's Ruling: Complaint **Settled – Advertisement removed**

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.