

COMPLAINT NUMBER	22/218
ADVERTISER	Hyundai Motors NZ
ADVERTISEMENT	Hyundai Motors NZ Television
DATE OF MEETING	26 July 2022
OUTCOME	No Grounds to Proceed

Advertisement: The Hyundai New Zealand television advertisement promotes the new Tucson vehicle. It shows a woman driving through the city. As she drives by, different aspects of the environment are somehow affected by her presence, although she doesn't make physical contact with them. Slices of newspapers fly through the air, a small rock splits in two, a schoolgirl's school tie is cut in half and part of a seaside cliff falls into the sea. The advertisement ends with the text, "All-new Tucson. Cutting edge."

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

Complaint: The Hyundai Tucson advert - the female in a school uniform, that is being cut in a sexualised manner, to sell a car is offensive. This advert was played on TVNZ channel 1 at 19.30 on 24/05/2022. The people at the bus stop only have their newspapers cut, for them, the car is just a nuisance, a counter to driving the vehicle. The female on the other hand is wearing a school uniform which implies childhood, she is gazing at the car with her lips parted while her clothing is cut away. The cutting of her clothing implies loss of innocence/sexuality/rape. The driver in the next clip is shown moving her grip on the steering wheel/looking in the rear-view mirror etc in an affectation of being aroused. Countering the cutting of a child's school uniform with clips of everyday objects being cut by the passing vehicle does not reduce the effect. It is not the issue of sexuality in the advert that is problematic it is the sexualisation of a minor having her school clothes cut. This is no longer considered appropriate and is a line that is not passed by other adverts; the advert is unsuitable for television and other platforms. I found this link on YouTube which appears to be the same advert. <https://youtu.be/9fajNlyKUSc>

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

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

Rule 1(d) Exploitation of Children and Young People: Advertisements must not portray or represent anyone who is, or appears to be, under 18 years old in any way that is exploitative or degrading or inappropriate for their age.

The Chair noted the Complainant's concern the advertisement showed sexualisation of a minor and the loss of innocence because of the way the schoolgirl's tie is severed, as the car passes by.

The Chair noted that many different interpretations can be applied to scenes portrayed in advertising. In this case she said the likely consumer takeout of the advertisement was the new Hyundai Tucson vehicle uses "cutting edge" technology. This concept is portrayed in the way the car "cuts" objects as it drives past them.

The Chair said the girl featured in the advertisement was not presented in a way that was exploitative or degrading or inappropriate for her age. Her role in the advertisement was in keeping with the general theme of “cutting edge”.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(d) 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.