

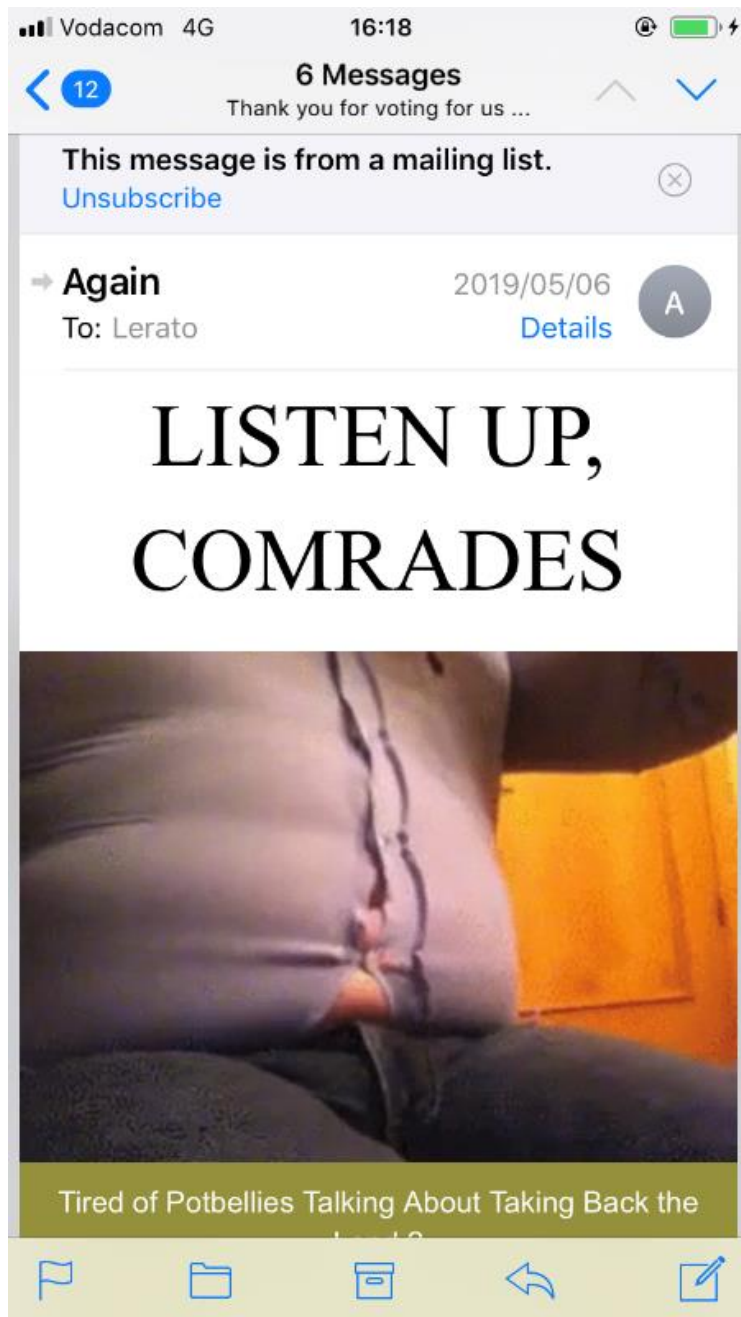
## Decision of the ADVERTISING REGULATORY BOARD

Complainant	Paballo Rampa
Advertiser	Touch Down Group
Consumer/Competitor	Consumer
File reference	Touch Down Group - Paballo Rampa
Outcome	Undertaking
Date	27 June 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Paballo Rampa against advertising emailed to her by Touch Down Group.

### Description of the advertising

The advertising is as follows:



## Complaint

In essence, the Complainant submits that the advertising is very politically charged. She submits that land topics are very important in South Africa and cannot be made fun of. She also raised that it comes across as though the company assumes that all its clients fall under a certain political party which she finds offensive.

## Response

The Advertiser responded and submitted that the person responsible for the campaign is no longer in their employ. They have, however, checked to ensure that this line of marketing does not get repeated and have put processes in place to ensure that all campaigns going out in future, are in line with the Company Code of Conduct.

## Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Offensive advertising – Clause 1 of Section II

## Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the Advertiser has withdrawn the advertising and undertaken to ensure that similar advertising does not appear again in future. This appears to address the complaint at hand.

The ARB Directorate is satisfied that the withdrawal by the Advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.