

# SUMMARY OF DECISIONS

18 - 22 August 2025

The full texts of all rulings, including reasons, are available at [www.arb.org.za](http://www.arb.org.za)

ADVERTISING  
REGULATORY  
BOARD

## 4083 – GWM Haval H6

<b>Advertiser</b>	GWM South Africa (Pty) Ltd
<b>Consumer / Competitor</b>	Consumer
<b>Advert</b>	<p>The commercial shows three fathers in their homes trying to get on with their daily business – exercising, making coffee or getting called by the children. But in each of the homes, it turns out that some vital item has run out – bread, milk or toothpaste – and the slightly suspicious fathers have to make a trip to the shops in their cars with their children to rectify this.</p> <p>It is obvious from the mess in the bathroom sink that those children had wasted all the toothpaste, but once the other fathers and their children leave their homes, it becomes apparent that they have poured away the milk – the mother finds it in a flower vase – and hidden the bread under their bed.</p> <p>The children in the cars all look pleased with their mischief, and when all three families in their cars meet at an intersection, the fathers and the children acknowledge each other. A song playing in the background reaches its crescendo: “All I want to do is spend quality time with you.” And a voiceover says, “Introducing the new GWM Haval H6. Built for life’s big moments. GWM, go with more.”</p>
<b>Clauses</b>	<ul style="list-style-type: none"> <li>• Clause 1 of Section II – Offensive advertising</li> <li>• Clause 14 of Section II – Children</li> </ul>
<b>Outcome</b>	Dismissed
<b>Date</b>	15 August 2025

## 4118 – Jackpot City

### Advertiser

Eastern Dawn Sports (Pty) Ltd t/a Betaway/ Jackpot City

### Consumer / Competitor

Consumer

### Advert

The commercial shows a woman walking into a coffee shop, and at looking at her phone, which shows the Jackpot City website/app showing their offering and a ‘Play Now’ button. Once she clicks on it, the barista turns into an animated leprechaun nudging her to look outside. Once outside, she walks into a world of fantasy with planes flying, the floor turning into a numbered floor and casino / gambling games being depicted. She runs through this magical world and the commercial ends with the tagline ‘more moments of wow, Jackpot city’.



### Clauses

- Clause 3 of the Gambling Code Appendix

### Outcome

Upheld

### Date

18 August 2025

# 4138 – Burger King

Advertiser

Burger King South Africa (Pty) Ltd

Consumer / Competitor

Consumer

Advert



Clauses

- Clause 4.2.1 of Section II (Misleading claims)

Outcome

Dismissed

Date

18 August 2025