

New Volkswagen ad banned by advertising watchdog

NEWSWATCH: A Volkswagen radio ad stereotyping women has been banned by the Advertising Regulatory Board after a complainant found the ad to be "extremely sexist".



Image source: [Amarok SA Facebook](#).

Business Insider reports that the ad depicts a man in a mall who is accompanying his shoe-shopping female partner. The voiceover reports from the scene:

“ It’s dusk and you’re in unfamiliar territory, surrounded by predators hunting for fresh prey. And they found it. 50% off all shoes. They attack, lunging mercilessly. As you guard the 12 shopping bags, seated on a bench alongside the other men, you watch the feeding frenzy take place. This is Shoe Sale Country and you don’t belong here, man. This is not your habitat, so go where you belong in the V6 Amarok... Visit your Volkswagen dealership for great Amarok V6 offers today, man. ”

The ARB argued that the use of gender stereotypes in advertising contributes to gender inequality in South African society, a country fraught with “toxic masculinity” and very high rates of gender-based violence. The commercial entrenches the gender stereotype that men do not like to shop and feel out of their depth in a shoe sale environment.



Advertising Regulatory Board is open for complaints!

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The ARB has asked Volkswagen to withdraw the ad and instructed radio stations who are members of the ARB not to play it.

Read more here:

[Volkswagen ad banned in South Africa for comparing women to wild animals](#) on *Business Insider*.

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