

Příloha 1

The advertisement features a photograph of an elderly woman with short, wavy grey hair, wearing a light blue top, a necklace, and earrings. She has a serious expression. To her right, the text 'Kvůli penězům už si ji brát nemusíte.' is written in large, white, sans-serif font on a red background. Below the text, there is a white telephone icon followed by the number '417 538 115'. At the bottom right, the logo for 'LEASING STAR' is displayed in green, with a yellow star between the words. A small, stylized signature is visible to the left of the logo.

Zdroj: www.rpr.cz (cit. 2004-12-16)

Stížnost:

Stížnost směřuje proti velkoplošné reklamě leasingové společnosti „Kvůli penězům už si ji brát nemusíte“. Podle stěžovatele je tato reklama sexistická a ageistická.