

COMPLAINT NUMBER	16/408
COMPLAINANT	K Lynn
ADVERTISER	Bonds Industries Ltd
ADVERTISEMENT	Bonds Out of Home
DATE OF MEETING	25 November 2016
OUTCOME	No Grounds to Proceed

Advertisement: The billboard advertisement for Bonds Underwear and Apparel showed a photo of a toddler, from the waist down, photographed from behind, wearing a bodysuit and a tutu and standing on tiptoes. Underneath the photo is the word “Legs”

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

Complainant, K Lynn, said: “New Zealand has an acknowledged problem with child abuse and paedophilia. This billboard uses the image of an infant to advertise women’s hosiery and underwear. The image show the child in a vulnerable position. The use of a child’s image to advertise an intimate adult products is inappropriate. Women use hosiery and underwear to increase their attractiveness and these intimate garments have a sexual connotation. In my view, this ad shows a child as a sexual "being" and is likely to affect community attitudes to children.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.

The Chair noted the Complainant’s concern that the use of a child’s image to advertise intimate adult products is inappropriate.

The Chair said the product being advertised was from a range of babywear called “Wonderbubs”, not clothing for adults. She said that while the way the photo was cropped was unusual, with the photo excluding the head and shoulders of the model, the image does not contain anything which clearly offends against prevailing community standards or is likely to cause serious or widespread offence.

Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 or Rules 4 & 5 of the Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed

Chair’s Ruling: Complaint **No Grounds to Proceed**