

COMPLAINT NUMBER	17/119
COMPLAINANT	H Taito-Jensen & Duplicates
ADVERTISER	AJ Hackett Bungy New Zealand
ADVERTISEMENT	AJ Hackett Bungy New Zealand Digital Marketing, Out of Home
DATE OF MEETING	15 May 2017
OUTCOME	Settled

Advertisement: The Billboard poster advertisement for AJ Hacket Bungy, featured an image of woman bungy jumping while performing an internal examination on a cow. The tag line read 'if you can bungee you can do anything'

The Chair ruled the complaint was Settled.

Complainant, H Taito-Jensen, said: This billboard is hanging on Fanshawe Street in Central Auckland. It is an add for bungee jumping, where a woman is hanging upside down with her hand up a cows behind. This is molestation of a sentient being. It is animal cruelty, and as a foreigner living in New Zealand I am seriously shocked that this is viewed as funny. And that animal cruelty is a part of advertising fun activities. This is absurd, offensive and has no place on a billboard. Animal cruelty should not be taken this lightly, I do not understand that this is legal.

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

The Chair noted the Complainant's concerns, together with 4 duplicate complaints, that the advertisement portrayed animal cruelty.

Upon receipt of the complaint, the Advertiser contacted the Secretariat to confirm it had removed the advertisement from the Billboard site.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**