

COMPLAINT NUMBER	17/429
COMPLAINANT	K. Reu
ADVERTISER	The Clearance Shed
ADVERTISEMENT	The Clearance Shed, Unaddressed Mail
DATE OF MEETING	30 November 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Clearance Shed brochure advertised a range of products for sale including, jandals, exercise equipment, a dukebox, advent calendars, a tent, towels and a mankini with antlers.

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

Complainant, K. Reu, said: R18 material being advertised to 10 year old girls

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

The Chair noted the Complainant's concern about the product range being advertised and the possible audience.

The Chair said the Advertiser was not a brand targeted at children. It was evident by the range of products in the brochure that it had had a much wider audience target than the 10 year old girls referred to by the Complainant.

While the Chair acknowledged the Mankini product was considered distasteful by the Complainant, she said many other consumers may find it humorous and intended as a 'joke' purchase.

The Chair said the advertisement did not meet the threshold to clearly offend against generally prevailing community standards, nor was it likely to cause serious or widespread offence.

The Chair ruled the advertisement was not in breach Basic Principle 4 or Rule 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