

COMPLAINT NUMBER	17/406
COMPLAINANT	J. Henderson
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Television
DATE OF MEETING	28 November 2017
OUTCOME	Settled - advertisement removed/amended

Advertisement: The television advertisement for Veet Sensitive Precision showed women having a pillow fight and in underwear standing on a bed. The advertisement stated, in part: Sensitive Precision. Gentleness & Precision for your delicate body parts.”

The Chair ruled the complaint was Settled.

Complainant, J. Henderson, said: “This complaint is about the time slot in which the advertisement for Veet Sensitive Precision was shown.

Robin Hood, on TVNZ 2, often plays 2 episodes in its time slot. Between each episode there are a number of ads for toys. Between the toy ads, on 7/11/17, was an ad for Veet Sensitive Precision. The ad begins with 2 young, thin women having a pillow fight in their underwear. It goes on to show, among other things, an image of a woman’s crotch - clearly airbrushed, completely hairless, and with a thigh gap.

I believe that such unrealistic depictions of a woman’s body should not be shown during children’s programming. Girls and women today are bombarded with media telling them their natural body shape and appearance is not good enough. Boys and men are trained to see only extremely thin and highly ‘processed’ women as attractive. Young girls and boys, of the target age for Robin Hood, are not old enough to watch advertisements like this with a critical eye.

I believe that this advertisement should not be shown during children’s programming.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5; Children and Young People Advertising Code - Principle 1, Rule 1(e), Rule 1(f);

The Chair noted the concerns of the Complainant the advertisement played during children’s programming where children would be a significant part of the viewing audience.

The Chair noted the response from the Advertiser that the advertisement was afforded a “G” rating (General Audiences) and while that deemed it appropriate for children, the advertisement was intentionally placed to target an adult audience. However, the Advertiser acknowledged the advertisement playing in the children’s programme in this instance was an aberration as a result of the advertisement being incorrectly assigned. The Advertiser said it would ensure the advertisement would clearly target an adult audience in the future.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending 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 – advertisement removed/amended**