

COMPLAINT NUMBER	18/118
COMPLAINANT	R. Adamson
ADVERTISER	Rebel Sport
ADVERTISEMENT	Rebel Sport, Television
DATE OF MEETING	13 April 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Rebel Sport showed rugby goal posts bursting into flames. The advertisement included the Rebel Sport logo.

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

Complainant, R Adamson, said: “Feel the ad is in poor taste as the first thing that comes to mind watching it is the burning crosses of the klu klux klan. I have asked other people their thoughts and they have said the same.”

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

The Chair noted the Complainant’s concerns the advertisement was in poor taste and resembled a burning cross, which is symbolic of the Klu Klux Klan.

The Chair noted the brevity of the advertisement which was 15 seconds in duration. While she acknowledged the Complainant’s interpretation, in her view the connection between the burning rugby goal posts and a recognisable sports gear and equipment provider was tenuous and not evoke images of the Klu Klux Klan. The Chair said the advertisement was unlikely to cause serious or widespread offence to most people and was not in breach Rule 4 or Rule 5 of the Code of Ethics.

Accordingly, the Chair said there was no apparent breach of the Advertising Codes and ruled the complaint had no grounds to proceed.

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.