

COMPLAINT NUMBER	18/134
COMPLAINANT	A Rogers
ADVERTISER	Mars NZL Ltd
ADVERTISEMENT	Extra Chewing Gum, Television
DATE OF MEETING	7 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Extra chewing gum showed two teenagers lying on a bed kissing and being interrupted by the girl's parents. Instead of putting his shirt on, the boy eats a piece of Extra and greets the father at the door saying "Hi, I'm Tom." The tagline says "Time to Shine – Extra."

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

Complainant, A Rogers, was concerned that the advertisement showing young people making out in a bedroom was shown during the 6pm news which was family viewing time.

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

The Chair noted the Complainant's concern the advertisement for extra chewing gum showed teenagers kissing at an inappropriate time.

The Chair confirmed that while the advertisement had been given a PGR (Parental Guidance Recommended) rating by the Commercial Approvals Bureau, the advertisement screened during the News, which is categorised as Unclassified Programming.

The Broadcasting Standards Authority refers to Unclassified Programming as "news, current affairs, sports and live content that is not, because of its distinct nature, subject to classification. However, broadcasters must be mindful of children's interests and other broadcasting standards and include audience advisories (i.e. a warning) where appropriate."

While the Chair acknowledged the Complainant's concerns about the timing of the advertisement, she noted the advertisement had been placed with the appropriate care in the 6 pm news where viewer discretion is often advised. She said there was a level of humour and hyperbole in the boy's attempt to use a bright smile and fresh breath as a distraction from the potentially awkward situation the teenagers are found in. The Chair acknowledged the timing of the advertisement was of concern to the Complainant. However, the advertisement and its placement did not meet the threshold to be likely to offend against generally prevailing community standards, taking into account context, medium, audience and product under Rule 4 of the Code of Ethics. She said the advertisement had been prepared with a due sense of social responsibility to consumers and society in accordance with Basic Principle 4 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**

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.