

<b>COMPLAINT NUMBER</b>	18/159
<b>COMPLAINANT</b>	A Dahm
<b>ADVERTISER</b>	Canterbury Biltong
<b>ADVERTISEMENT</b>	Canterbury Biltong, Digital Marketing
<b>DATE OF MEETING</b>	21 May 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** A Facebook video for Canterbury Biltong shows women dressed in prehistoric costumes preparing to hunt cows for the meat to make Biltong. There are shots of women sharpening swords and one pricks her finger making it bleed.

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

**Complainant, A Dahm, said:** Advert is sexist and demeaning to women as it uses gratuitous shots of bare midriff with product and implies that women are helpless with finger pricking shot.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4; Code for People in Advertising - Basic Principle 3, Basic Principle 5.**

**The Chair** noted the Complainant's concern the advertisement was sexist and demeaning to women.

The Chair noted the historical dress of the women, including their swords, and said the advertisement was a fantastical depiction of how Canterbury Biltong is made. The Chair noted the advertisement employed comedic hyperbole and the scene with the woman pricking her finger was part of this exaggerated humour. She said when considered in the context of the advertisement as a whole, taking into account the intended humour, it was unlikely to cause serious or widespread offence to most people.

The Chair noted the Complainant's concern about the brief shot of the woman's mid-rift and said this was a fleeting image. In her view, the graphics 'Mmmmm' that accompanied the image could be interpreted as a reference to the great taste of the biltong and the combination of the image and words did not reach the threshold in the context of the humorous nature of the advertisement overall, to demean or objectify women.

The Chair said that the placement of the advertisement and the attempt at humour meant the advertisement did not reach the threshold to be considered a breach of the Code of Ethics or the Code for People in Advertising.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.