

COMPLAINT NUMBER	18/187
COMPLAINANT	N Goulden & S Pujara
ADVERTISER	Mamasita
ADVERTISEMENT	Mamasita, Out of Home
DATE OF MEETING	20 June 2018
OUTCOME	Settled – advertisement removed

Advertisement: The Mamasita pop up shop displayed a sign outside the shop saying "You're doing fucking great."

The Chair ruled the complaint was Settled.

Complainant, N Goulden, said: Hi Mamasita, a pop up store at 35 Surrey Cres, Grey Lynn has a sign out the front of their shop that says "you are doing fucking great" it is positioned next to a bus stop and across the road from an early childhood education centre. I find the language offensive and would love it removed please.

Complainant S Pujara, said: Please advise whether the contents of this publicly visible signage complies with the latest Code of Ethics and any relevant Code of Practice issued by the New Zealand Advertising Standards Authority.

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

The Chair noted the Complainants' concerns the Advertiser's signage was offensive and queried whether it complies with the ASA's advertising codes.

The Chair acknowledged the Advertiser had removed the sign which was of concern and replaced it with a sign saying "Life is beautiful".

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the sign, 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**

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.