

COMPLAINT NUMBER	18/207
COMPLAINANT	H Fisher & S Mill
ADVERTISER	Beehive Premier Bacon
ADVERTISEMENT	Beehive Premier Bacon, Out of Home
DATE OF MEETING	29 June 2018
OUTCOME	Settled – advertisement removed

Advertisement: The billboard advertisement for Beehive Premier Bacon said "I'm 15. He's 27. My parents love him. Wake up and smell the bacon"

The Chair ruled the complaint was Settled.

Complainant, H Fisher, said: I'm complaining about this advertisement as it uses statutory rape as a joke within their campaign.

Statutory rape, or a relationship between a minor and an adult have no place in advertising bacon. I believe it to be in poor taste, and that it is harmful to young people, particularly with its large visibility, and should be taken down.

Complainant, S Mill, said: A friend posted this offensive piece of advertising on her FB page. This should not be happening, its 2018 and it is unacceptable to be using this form of marketing to sell anything. This company should be held accountable.

The Agency, Contagion on behalf of the Advertiser, said: "A recent advertising campaign created by Contagion in the spirit of jest has come under public criticism for its messaging.

Contagion Executive Creative Director Bridget Taylor said the company is sorry for any offense caused.

"We are sincerely sorry for causing any offense. It was never our intention to upset anybody and in hindsight, we missed the mark on what we initially thought was a humorous advertisement intended to show empathy towards parents.

We are just as passionate about sending positive messages and setting a good standard as we are about creative advertising.

We have completely pulled the ad and will run other ads from the campaign."

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5; Code for People in Advertising - Basic Principle 2, Basic Principle 3, Basic Principle 6;

The Chair noted the Complainants' concern that the Advertiser's billboard was using inappropriate subject matter about underage relationships as a form of humour which was offensive and harmful.

The Chair acknowledged the Agency, on behalf of the Advertiser, had immediately removed the advertisement once it was made aware of the offence caused.

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