

<b>COMPLAINT NUMBER</b>	18/263
<b>COMPLAINANT</b>	B Trudgeon
<b>ADVERTISER</b>	Shut up and Dance
<b>ADVERTISEMENT</b>	Shut up and Dance, Digital Marketing
<b>DATE OF MEETING</b>	13 August 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Facebook advertisement for the Shut up and Dance studio says "Pregnant? Drunk? Both? – Risque greeting at sign-in table.- Check."

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

**Complainant, B Trudgeon, said:** Facebook image of print materials advertising class I find it offensive that the idea of being drunk and pregnant is used in connection with the idea of having a good time. Being drunk and pregnant is usually more associated with Foetal Alcohol Syndrome.

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

**The Chair** noted the Complainant's concerns the advertisement was linking drinking and pregnancy which the Complainant found offensive.

The Chair said the use of the words "Drunk?, Pregnant?, Both?" in the post was in keeping with the irreverent and satirical tone of the Advertiser's Facebook page. She noted there were various attempts at humour posted on the Shut Up and Dance Facebook page.

While the Chair acknowledged the Complainant's genuine concern that the association between alcohol and pregnancy was irresponsible and agreed the phrase was less than ideal, she said the advertisement was not promoting pregnant women drinking alcohol and did not reach the threshold to be likely to cause serious or widespread offence.

The Chair said the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics. Therefore, 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.