

<b>COMPLAINT NUMBER</b>	18/276
<b>COMPLAINANT</b>	K Taylor
<b>ADVERTISER</b>	Gun City
<b>ADVERTISEMENT</b>	Gun City, Out of Home
<b>DATE OF MEETING</b>	28 August 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Gun City billboard advertisement shows a man in camouflage holding a gun with the slogan "Dad's picking up dinner tonight." The advertisement displays items for sale including a gun, a fleece top and duck decoys.

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

**Complainant, K Taylor, said:** I find this billboard very offensive. It is sitting on Cranford St in Christchurch.

I find it offensive on 2 counts.

1 Advertising 'killing' devices out on the main road encouraging people to go out shooting animals. Alcohol is not allowed to be advertised in this fashion so I believe it should apply to guns as well.

2 The add is sexist, implying that the only time a man can make dinner is by going out and shooting something.

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

**The Chair** noted the Complainant's concern about the advertisement promoting the killing of animals, being displayed in a prominent public place and the sexist nature of the advertisement's message.

With regard to the placement of the advertisement, the Chair said the Advertiser was promoting legal products with the main part of the advertisement showing price and product images for a shotgun, a fleece and duck decoys. She noted it was a mobile billboard on a trailer at the side of the road. While the Complainant objected to the location of the billboard, the Chair said this was not a breach of the ASA Code of Ethics.

The Chair also considered the content of the advertisement. The Chair noted the advertisement was using humour by suggesting an unlikely scenario of a father hunting for the family dinner as opposed to going to the local supermarket or a takeaway outlet. While the Chair said the humour would not appeal to all consumers, she did not consider the general take out of the advertising would be that this was the only time a man would prepare dinner.

The Chair also referred to an earlier Complaints Board Decision (07/633) about another advertisement promoting a gun sale. That Decision stated, in part:

“... The Complaints Board also took into account that the firearms advertised were a legal product, and said that it was not a breach of the Advertising Codes to advertise such products in a socially responsible manner.

...

The Complaints Board noted that there were strict restrictions around the purchase of most of the products, in some cases a gun licence was required and in others proof of identity and confirmation that the purchaser was aged 18 or over ...Furthermore, one could not assume that legal purchasers would be likely to misuse the products advertised.

Having made the above observations, the majority of the Complaints Board was of the view that the advertisement offered the products in a socially responsible manner...”

The Chair said this Decision applied to the complaint before her. While acknowledging the Complainant’s genuine concerns about the placement of the advertisement and shooting animals for food, the Chair said the advertisement was unlikely to cause serious or widespread offence against generally prevailing community standards. She said the advertisement did not reach the threshold to breach the Code of Ethics or the Code for People in Advertising.

Therefore, the Chair ruled the complaint had no grounds 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.