

COMPLAINT NUMBER	18/422
COMPLAINANT	E Go
ADVERTISER	Pacific Brands Ltd
ADVERTISEMENT	Pacific Brands Digital Marketing
DATE OF MEETING	10 December 2018
OUTCOME	No Grounds to Proceed

Advertisement: The website advertisement for Bonds underwear is set in a fantasy Christmas-themed beach environment. There are people in their underwear doing various activities such as lying on deck chairs and riding on sleighs. At the end of the advertisement there is a close-up shot of a woman wearing pink underwear brushing sand off her bottom. The advertisement is titled “A White Christmas – Down Under”.

The Chair ruled the complaint was Settled.

Complainant, E Go, said: his advert was on tvnz on demand, not sure about their policy on the time of different advert but it was at 7.15pm. It was very inappropriate as a young woman in pink underwear looked more like she was slapping her own bottom(I understand she was brushing stuff off her buttock but that’s how it looked as the camera had a close up view of her buttock and hand). I think it was extremely inappropriate for it to be on broadcast at that time of the day.

The relevant provisions were ASC Principles and Rules - Principle 1, Rule 1(c);

The Chair noted the Complainant’s concerns the advertisement was inappropriate because it looked like the woman in pink underwear was slapping her own bottom and the camera had a close-up view of her buttock and hand.

The Chair said in the context of an advertisement for underwear it was appropriate to show people modeling the underwear which was being promoted.

The Chair noted the theme of the advertisement was Christmas “down under” and the shot of the woman in her underwear could be seen as a humorous reference to this theme.

The Chair said taking into account generally prevailing community standards the advertisement did not meet the threshold to cause serious or widespread offense and had been prepared with a due sense of social responsibility.

The Chair ruled the advertisement did not breach Principle 1 or Rule 1 (c) of the Advertising Standards Code.

Accordingly, the Chair said there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **Settled**

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.