

COMPLAINT NUMBER	19/179
COMPLAINANT	K Dryden
ADVERTISER	Life Pharmacy, Green Cross Health
ADVERTISEMENT	Dior perfume, Television
DATE OF MEETING	13 May 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for J'adore perfume by Dior featured actress Charlize Theron bathing in an indoor pool surrounded by women wearing gold clothing. She walks out of the pool and a silhouette of her standing naked at the end of the pool is shown.

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

Complainant, K Dryden, said: Content of advert at this time of day offensive. Practically nude female and suggestive content. Sitting in my living room with my husband and 17 year old son. Looking at each other after the ad shocked and surprised from the images we had seen. Our shared view was that it was bordering soft porn.
(main actress in as was Charlize Theron)

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c)

The Chair noted the Complainant's concerns the advertisement was offensive due to the "nude female and suggestive content". The Complainant said it was inappropriate for this advertisement to be shown at that time of day (6.20pm, during the TV1 News).

The Chair referred to two precedent decisions: 10/669 and 11/439, both of which concerned complaints about advertisements for Gucci Guilty perfume. The Chair said the precedents were directly applicable to the complaint before her. In both cases the advertisements, which were classified as PGR (Parental Guidance Recommended) were screened during appropriate time slots. In Decision 10/669 the Complaints Board noted that while the advertisement showed a level of seduction, it was not explicit, and no nudity was shown. In Decision 11/439 the Chair of the Complaints Board said the reasoning used in Decision 10/669 also applied to Decision 11/439.

The Chair noted the rating of the advertisement for Dior perfume was GXC (General except during Children's Programmes) and may be broadcast at any time except during programmes which are intended specifically for children under the age of 13. Consequently, the Chair said the advertisement had played during a programme that was aligned with its rating.

While the Chair acknowledged the offence the advertisement had caused the Complainant, she said there was no nudity shown and the advertisement did not reach the threshold to be likely to cause serious or widespread offence in the light of generally prevailing community standards.

The Chair ruled that the advertisement was placed with a due sense of social responsibility and was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

The Chair ruled the complaint was 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.