

| | |
|-------------------------|-----------------------|
| COMPLAINT NUMBER | 19/245 |
| COMPLAINANT | L Joass |
| ADVERTISER | Zuru Toys |
| ADVERTISEMENT | Zuru Toys, Television |
| DATE OF MEETING | 15 July 2019 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The television advertisement for the Zuru Pets Alive Boopi, the "Booty Shakin Llama" shows a toy llama which shakes its head and bops its hind quarters. Three children activate the toy and dance along with it, together with adult members of the family.

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

Complainant, L Joass, said: The advertisement played between 4 and 4:30 during Fanimals, which is prime time for children's television viewing, promoted an electronic soft toy. Upon activation, this toy comes to life and shakes its 'booty'. Zuru's 'Boppi the Booty Shakin' Llama' is incredibly worthy of complaint as it breaches rule 1 (f) of the Children and Young Peoples Advertising Code as ownership encourages a sexualised behaviour (twerking) which is incredibly inappropriate for children. It also depicts families, including young people, 'shaking their booties' and, even though this is done in a somewhat playful manner, it breaches rule 1 (d) by portraying people under the age of 18 in a way that is inappropriate for their age. This product is clearly inappropriate for children and advertisement of it is an obvious breach of advertising standards.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(d); Children and Young People Advertising Code - Principle 1, Rule 1(f);

The Chair noted the Complainant's concern the advertisement encouraged sexualised behavior which is inappropriate for children.

The Chair said that as a self-regulatory organisation, the Advertising Standards Authority's (ASA) jurisdiction is limited to the content and placement of advertisements and compliance with the Advertising Codes of Practice. As such any concerns the Complainant had with the appropriateness of the product was outside the ASA's jurisdiction.

Having carefully reviewed the advertisement, the Chair said the likely consumer takeout was one of innocent fun as the children danced along to a toy llama who shakes its head and 'booty.'

Rule 1(d) of the Advertising Standards Code required the Chair to consider whether the advertisement portrayed anyone who is under 18 years of age in a way that is exploitative or degrading or inappropriate for their age. The Chair said the children in the advertisement were shown dancing and jumping around together with older members of the family. She said, in her view, there was nothing salacious, or age inappropriate in the way the dancing was portrayed. She said the Mother character was the only one who wiggled her bottom

and this was in a side-to-side motion rather than the thrusting action of a twerking dance move.

The Chair acknowledged the genuine concerns of the Complainant but said she did not consider the advertisement was employing sexual appeal or sexual imagery, so was not in breach of Rule 1(f) of the Children and Young People's Advertising Code.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it was not in breach of Principle 1 or Rule 1(d) of the Advertising Standards Code or Principle 1 or Rule 1(f) of the Children and Young People's Advertising Code.

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.