

COMPLAINT NUMBER	19/253
COMPLAINANT	A Kishore
ADVERTISER	Rebel Sport
ADVERTISEMENT	Rebel Sport, Television
DATE OF MEETING	22 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Rebel Sport winter sale, refers twice to the “hardcore winter sale” and lists the savings available on a range of sports gear, clothing and footwear items.

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

Complainant, A Kishore, said: HARDCORE SALE. HARDCORE MEANING in goggle is imitating and word described as Porn. Any one even a child would search up word HARDCORE will for sure know the meaning. A child did ask me the meaning of HARDCORE.

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

The Chair noted the Complainant’s concern with the word ‘hardcore’ in the advertisement, given its association with pornography.

The Chair said there are a number of dictionary definitions of the word ‘hardcore’ and while one referred to graphic or explicit pornography, others were “unswervingly committed; uncompromising; dedicated” or “very intense or extreme” – such as a hardcore gym workout.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the use of the wording in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. She said the likely consumer takeout of the advertisement would be the word ‘hardcore’ is used within a sporting context, referring to the high level of savings consumers could make from the sale.

The Chair said there nothing in the advertisement which promoted a sports retailer sale that supported the sexual interpretation of the word in the advertisement before her.

The Chair said the advertisement had not breached Principle 1 or Rule 1(c) of the Advertising Standards Code.

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.