

<b>COMPLAINT NUMBER</b>	19/376
<b>COMPLAINANT</b>	R Southgate
<b>ADVERTISER</b>	Hanesbrand AUS PTY LTD
<b>ADVERTISEMENT</b>	Jockey NZ, Out of Home
<b>DATE OF MEETING</b>	7 October 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Jockey New Zealand underwear advertisement shows several All Blacks rugby players in their Jockey underwear. One of them is wrestling with a sumo wrestler. The text in the advertisement says: "Bring on Tokyo".

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

**Complainant, R Southgate, said:** To the New Zealand Advertising Standards Authority, Concerning a decency and offensive matter, at the Main Entrance to Queensgate - Westfield Shopping Mall off Bunny Street, Lower Hutt: - there right on the "Opening - Closing Doors, Sponsored by Jockey and the All-Blacks are 4 or 5 life-size pictures of males dressed only in their "Under-Pants", one on the R.H side going in looking a Sumo-Wrestler and showing off or rather "thru" the undies the "shapes" and "bulges" of their "private parts". As a matter of indecency and offensiveness, I think the larger number of the general public feel this is a most inappropriate display of the male human body and should be removed immediately.

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

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1 (c) Decency and Offensiveness:** Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

**The Chair** noted the Complainant's concerns the advertisement was offensive and an inappropriate display of the male body.

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

The Chair rules 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.