

COMPLAINT NUMBER	19/405
COMPLAINANT	H Cummins
ADVERTISER	Abrand Jeans
ADVERTISEMENT	Abrand Jeans Out of Home
DATE OF MEETING	14 October 2019
OUTCOME	No Grounds to Proceed

Advertisement: The billboard advertisement for Abrand Jeans shows a young woman standing with her back to the camera wearing a pair of jean shorts and a white crop top.

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

Complainant, H Cummins, said: The issue with this billboard is based in subtle detail that has a strong subconscious effect.

The frame of the model is far too slender and child-like to be used in any kind of racy photography. If you block out her face, you'll see what I mean. It literally looks like a 12 year old.

The net effect is that the picture is disturbing, but it's hard to pinpoint exactly why as you drive past.

I appreciate your attention to this complaint, and I hope there is something that can be done to fix this.

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 model in the photo appeared to be twelve years old, and too young for the style of photography used in the advertisement.

The Chair reviewed the advertisement carefully and said the model appeared to be an adult and significantly older than twelve.

The Chair said in the context of an advertisement for the clothing range sold at Abrand Jeans it was appropriate to show a young woman modeling the clothing that 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 offence 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.