

COMPLAINT NUMBER	19/415
COMPLAINANT	G Gottad
ADVERTISER	SKY Television
ADVERTISEMENT	SKY, Television
DATE OF MEETING	29 October 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Sky Sport television advertisement has the tagline “Life needs more sport” and shows a couple in their bedroom bickering about dinner with her parents. “Geoff” complains about having to wear a tie and tells “Claire” her parents are weird. Using a sporting theme, the actors then call in their caddies to help decide their next shot in the argument. Claire goes with “the mother” shot and says: “At least my mum doesn’t hug me like I’m her boyfriend. Who cups a bum, Geoff?”. Geoff’s caddie has no ideas for a response and a voiceover commentary says: “There you go, the perfect shot, yes, that deserves a fist pump. The advertisement ends with the tagline “Life needs more sport” and the Sky Sport logo.

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

Complainant, G Gottad, said: Sky sport showed an advert where a man was fastening his tie, complaining he didn't want to do this for his partners parents. His partner made some sexist comment that at least her mother didn't hug her like she was her boyfriend and cup her buttock.

If these sexist roles were reversed there would be outrage at the suggestion a father would display overt sexual behaviour towards a young woman, hugging her like he was her boyfriend and holdin her backside in his hand.

This is a sexually offensive advert and should be banned

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

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.

Rule 1 (f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant’s concern the advertisement was sexually offensive in describing a mother inappropriately hugging her son and this would be unacceptable if the gender roles were reversed.

The Chair said the advertisement uses an argument between a couple as a metaphor for sport, with caddies offering suggestions about the most effective 'shot to play' in the argument to illustrate the tagline "Life needs more sport".

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the reference to Geoff's mother in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair acknowledged the genuine concerns of the Complainant but said in this case, regardless of the gender making the jibe, the advertisement is attempting to use a humorous sporting analogy and did not condone any actual inappropriate sexual behaviour. The Chair said the threshold to cause serious or widespread offence had not been reached.

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 Rules 1(c) and 1(f) 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.