

COMPLAINT NUMBER	20/002
COMPLAINANT	S Keene
ADVERTISER	SKY Television
ADVERTISEMENT	SKY Sports, Television
DATE OF MEETING	22 January 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Sky Sport television advertisement shows a father and young boy at the beach. While the father undresses the boy to put on his togs, the child makes a run for it along the beach apparently naked. Two life-guards give chase, but the boy avoids being caught. The advertisement ends with the slogan “Life needs more sport.”

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

Complainant, S Keene, said:

The ad shows a very young boy running naked along the beach with the caption Life Needs More Sport. I find it very offensive that Sky Sports uses a naked young boy to portray the message. It is offensive, demeaning and exploiting the young boy for commercial purposes. Why did they have to sexualise the ad? The use of a young boy is disgusting, degrading and exploitive and thoroughly disgusting. Should children be subjected to such exploitation? Does the Childrens Commissioner approve of this type of ad?

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

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 (d) Exploitation of Children and Young People: Advertisements must not portray or represent anyone who is, or appears to be, under 18 years old in any way that is exploitative or degrading or inappropriate for their age.

The Chair noted the Complainant’s concern the advertisement was exploiting children by the use of a naked child which, in the Complainant’s view, sexualised and demeaned the boy for commercial purposes.

The Chair said the advertisement was using humour and the sporting analogy of a streaker at a sporting event in order link to the SKY Sport logo “Life needs more sport.”

While acknowledging the Complainant's concern the advertisement was offensive and degrading, the Chair said the portrayal of the child, filmed from the waist up running away without his nappies on, was not graphic or salacious in nature.

The Chair said taking into account context, medium, audience and product, the advertisement and its placement did not meet the threshold to cause serious or widespread offence or offend against generally prevailing community standards.

The Chair said the advertisement had been prepared with a due sense of social responsibility and was not in breach of Principle 1 or Rules 1(c) and 1(d) of the Advertising Standards 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.