

COMPLAINT NUMBER	20/335
ADVERTISER	Tradie Workwear
ADVERTISEMENT	Tradie Workwear, Television
DATE OF MEETING	11 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Tradie Workwear television advertisement promotes their Tradie Underwear. The advertisement shows a man in the Australian Outback wearing the underwear while talking about the benefits of the product. The script says "If your front end swings like the back end of a goanna, the tribe can get a little off centre. That's why the nuts over at Tradie HQ have developed the nifty, no bounce pouch to keep your meat and vege secure. If you're all swing and no ding, keep your coconuts classy. Tradie, the ultimate tool box" while the man cups his crotch to demonstrate the security of the underwear.

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

Complaint 1: The ad features a man in his underpants promoting the Tradie brand underwear. The ad is in poor taste and I do not need to have his genitals displayed under his underpants and have him discuss the movement or lack thereof of his testicles. Just terrible.

Complaint 2: Tradie underpants. The advertisement for this ad is totally inappropriate for not only the time slot, but for advertising in general. Surely Tradie underpants can come up with something that is not so inappropriately suggestively crass and an affront to the public's intelligence.

How low do you have to go to get your advertising media across. Lift your game and stop influencing an age group that is still developing to try and differentiate between moral ethics and down right trash!

Complaint 3: "Tradie" underwear ads are obscene!! I don't need to see some half naked aussie guy clutching his coconuts while I'm eating my breakfast!!

Complaint 4: A TV advert advertising men's underwear and how it visually showed the model, with his hands pointing out (actually cupping) where they are reinforced, is inappropriate as children may think this sort of behaviour is acceptable in public and parents of young boys will have a hard time teaching them appropriate behaviour. If this is shown on TV, during the news.

Complaint 5: Advertising Tradie mens underwear in a sexual manner which is totally inappropriate for the time and audience on national TV. This ad is offensive.

Complaint 6: I feel the advertising of the Tradie Underpants is offensive and the wording used is furthermore distasteful. The wording of keeping meat and veges safe and reference to coconuts is equally distasteful. This is not the behaviour we need to be viewed for all to see. The actor is equally smug about what he is saying. I doubt I am the only person finding this offensive even my husband was not amused. I am in my mid 60s and have a broad sense of humour I do think this is appropriate viewing. I would appreciate you looking into this.

Complaint 7: I have always considered myself to be broadminded but last week I saw an advertisement for the mens underwear brand Tradies which I found crude and tasteless with its unsubtle innuendo.

I asked someone in a different age group their opinion in case I was overreacting. They replied there was also a female version and both were equally tacky.

I realise they could be considered funny and appeal to some people but surely standards should be raised not lowered? Children are impressionable and should not be exposed to such sleaze.

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 concerns of the Complainants' that the advertisement was in bad taste and aired at inappropriate times.

The Chair said in the context of an advertisement for underwear it was appropriate to show a person modelling the product which was being promoted. The Chair acknowledged the Advertiser had employed the use humour and double entendre which would not be to everyone's taste and the advertisement was targeted towards a specific consumer who would be likely to purchase the Tradie underwear.

In terms of placement, the Chair confirmed the advertisement had been given an M (Mature) rating by the Commercial Approvals Bureau which means the advertisement may be broadcast after 7.30pm or during news programmes, or daytime programmes suited for mature audiences but not necessarily unsuitable for child viewers when subject to the guidance of a parent or an adult.

The Chair noted that most Complainant's saw the advertisement during screened during *TVNZ 1News, Breakfast Television and Seven Sharp*, which are all categorised as Unclassified Programming.

The Broadcasting Standards Authority refers to Unclassified Programming as "news, current affairs, sports and live content that is not, because of its distinct nature, subject to classification. However, broadcasters must be mindful of children's interests and other broadcasting standards and include audience advisories (i.e. a warning) where appropriate."

While the Chair acknowledged the Complainants' concerns about the timing of the advertisement, she said the advertisement had been placed with the appropriate care during news and breakfast programming both of which cover a range of topics, some of which may require viewer discretion.

In addition to the news and current affairs placement, the Chair noted the advertisement appeared during the programme *House Rules* which is rated PGR (Parental Guidance Recommended). The Chair confirmed the audience figures during this programme and said 0.4% of the viewing audience were aged 5-14 and a further 1.3% were aged between 15-17 years of age. Therefore, the Chair said the advertisement had played within its afforded rating.

The Chair said the advertisement and its placement did not meet the threshold to be likely to cause serious or widespread offence, taking into account context, medium, audience and product. She said the advertisement was not to everyone's taste, however taking into account generally prevailing community standards, the advertisement did not breach Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

Chair's Ruling: Complaints **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 calendar days of receipt of this decision.