

COMPLAINT NUMBER	20/353
ADVERTISER	Ding Dong Lounge
ADVERTISEMENT	Ding Dong Lounge Out of Home
DATE OF MEETING	17 August 2020
OUTCOME	Settled

Advertisement: The Ding Dong Lounge poster advertisement promoting their Grunge Night, has a drawing of a naked boy in water, swimming towards and looking at a bottle of beer on a fish hook.

The Chair ruled the complaint was Settled.

Complaint: This street poster was placed outside a dairy on Richmond Road within a few metres of the local Richmond Road School.

The style being cartoon like appeals to children.

The content is inappropriate in that it explicitly shows male genitals and drew the attention of the group of children I was with.

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 inappropriately located.

The Chair acknowledged the response from the Advertiser explaining that the poster had been mistakenly placed near a primary school and they will take steps to ensure this doesn't happen again. The poster has been removed.

Given the Advertiser's co-operative engagement with the process, the apology and the commitment to ensuring future advertising is more closely censored, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled**

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.