

COMPLAINT NUMBER	20/346
ADVERTISER	GiGi NZL
ADVERTISEMENT	GiGi NZL, Billboard
DATE OF MEETING	24 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The GiGi adult shop billboard advertisement promotes their store as being New Zealand's biggest adult store. The advertisement features a woman looking through a keyhole with the accompanying text that says "Take a Peek! NZ's BIGGEST Adult Store". The advertisement includes the GiGi store logo and the GiGi website address.

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

Complaint: The advertisement is a huge Bill Board situated at the North Harbour Exit from the Auckland Motorway heading south right hand side of the road. It's not cool to have Adult Toy stores advertising in such a public manner. I don't want my girls to learn about adult stuff earlier than they need to.

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 concern the advertisement for adult products is displayed where children can see it.

The Chair noted the billboard advertisement for GiGi NZ Ltd was advertising an adult store. She said the Advertiser was promoting legal products and it was not a breach of the Advertising Standards Codes to advertise this type of adult store in a socially responsible manner.

The Chair said the image on the billboard of a woman looking through a keyhole and the wording "Take a Peek!" were not sexually explicit or salacious in nature. She noted there were no product images on the billboard and said the advertisement was unlikely to cause serious or widespread offence.

The Chair said the advertisement had not breached Principle 1 or Rule 1(c) 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 calendar days of receipt of this decision.