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| COMPLAINT NUMBER | 20/393 |
| ADVERTISER | Global Shop Direct |
| ADVERTISEMENT | Sara Mia, Television |
| DATE OF MEETING | 7 September 2020 |
| OUTCOME | No Grounds to Proceed |

Advertisement The 90 second Global Shop Direct television advertisement promotes the Sara Mia bra. It begins by showing women in ill-fitting bras and then outlines why the Sara Mia bra is more comfortable and supportive. The advertisement shows women demonstrating the bra's features and ends with a call to action to "Order Sara Mia today", along with the Advertiser's contact details.

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

Complaint: The Complainant objected to the "prolonged exposure of women wearing just a bra".

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 about the content of the advertisement.

The Chair referred to a precedent decision, 18/108, advertising Berlei Bras. This decision said in part:

"The Complaints Board also confirmed its previous findings relating to the content of the advertisement noting that while some Complainants were offended by the fleeting images of near naked breasts, they were not sexual and illustrated realistic scenarios experienced by women. The Complaints Board said there was nothing pornographic in the advertisement and nothing that offended against generally prevailing community standards taking into account the context, medium, audience and product being advertised.

The Complaints Board ruled the advertisement did not offend against generally prevailing community standards and was unlikely to cause serious or widespread offence to most people noting its placement. The Complaints Board said the advertisement was not in breach of Rule 4 or Rule 5 of the Code of Ethics."

The Chair said this decision applied to the advertisement before her. The Sara Mia advertisement was not in breach of Rule 1(c) or Principle 1 of the Advertising Standards Code. This is because the scenes in the advertisement showing ill-fitting bras and the features of the Sara Mia bra were realistic and not sexual.

The Chair ruled the complaint had no grounds 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.