

<b>COMPLAINT NUMBER</b>	20/578
<b>ADVERTISER</b>	Pink Triangle Press - Squirt
<b>ADVERTISEMENT</b>	Squirt - Out of Home
<b>DATE OF MEETING</b>	16 November 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The billboard advertisement for Squirt.org, an online dating service App for gay men, had the following text "Real Men. Real Community. Visit [www.squirt.org](http://www.squirt.org) and check out our new features: video chat, video, push notifications and search filters and more". Next to the text were images of two mobile phones, one with a photo of a man wearing a tank top and the other with the video icon.

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

**Complaint:** Advertising sex between men. Billboard on the corner of Dixon St and Victoria St, Wellington City. The posting company is called 'Go Media'.

<https://www.gomedia.co.nz/>

Purpose of 'Squirt.org'

From the advertisement

"Squirt.org is the best place to meet guys who are serious about hooking up and finding hot and horny hook-ups...Find the Busiest Local Cruising Spots. Every city has its own hidden hotspots for cruising...the hottest places to meet other men for sex...its easy to find the best parks, beaches, gyms, washrooms (public toilets), glory holes, and bathhouses (sex venues, saunas) in town.

**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 "advertising sex between men".

The Chair said same sex relationships are legal in New Zealand and so is advertising for a website to assist men to meet other men. The Chair said her role is to consider whether any advertising complained about is in breach of the advertising codes, in this case, the Advertising Standards Code.

The Chair referred to a precedent decision, 20/282, regarding another billboard advertisement for Squirt, which was also ruled No Grounds to Proceed. In that decision the Chair said:

“...despite the billboard advertisement being available to an unrestricted audience, there was nothing explicit in the image it featured. With regard to the wording, she said most children would be unlikely to associate the word ‘squirt’ with any sexual connotation and as noted in the previous decision, the Advertising Standards Authority does not have jurisdiction over the name of a product or service.”

The Chair said the precedent decision applied directly to the complaint currently being considered.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said that despite the Complainant’s objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers or offend against generally prevailing community standards.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.