

<b>COMPLAINT NUMBER</b>	21/015
<b>ADVERTISER</b>	Spark NZ Ltd
<b>ADVERTISEMENT</b>	Skinny Mobile Television
<b>DATE OF MEETING</b>	1 February 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Skinny Television advertisement features a family sitting around discussing how they don't pay for their internet connection and they steal it their neighbours. The advertisement shows the entire family wearing stockings over their heads.

**The Chair ruled the complaint was Settled.**

There were six complaints about this advertisement. The Complainants were concerned the reference to stealing provided a bad example and the advertisement could encourage small children to put (plastic) bags over their heads, risking suffocation.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);**

**The Chair** noted the following comment from the Advertiser:

The intention of Skinny's campaign was to promote the affordability of its broadband plans by suggesting customers were better off than if they were to steal their neighbour's internet. The face coverings were used to present an exaggerated appearance of a robber, in keeping with the humorous and quirky nature of the Skinny brand. Although the ad is directed at adults, Skinny acknowledges the concerns raised in the complaints and has decided to withdraw the ad in its current form.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaints.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.