

COMPLAINT NUMBER	21/192
ADVERTISER	Department of Internal Affairs
ADVERTISEMENT	Keep it Real Online, Cinema
DATE OF MEETING	21 May 2021
OUTCOME	Settled- Media error

Advertisement: The Department of Internal Affairs cinema advertisement promotes its campaign 'Keep It Real Online' which suggest ways parents can engage with their children about online pornography. The advertisement shows two naked people visiting a house because a young person had accessed their pornographic content online. The pair tell the mother about the devices he watches them on and that they normally perform for adults. They are concerned because their performance does not talk about consent or reflect how they would normally act. The mother calls her son to the door and he is surprised to see the couple at the door. The mother says, "It's time to have a talk about what you see online versus real life relationships." The advertisement ends with the line "Many young kiwis are using porn to learn about sex, keep it real online" followed by a web address for viewers to visit and the New Zealand Government logo.

The Chair ruled the complaint was Settled.

Complaint: During the pre screening advertisements of Raya The Last Dragon, a PG rated movie an advertisement about Pornography and parents having a sensible conversation about its use was played.

We had three children attending with us aged 10, 7 and 4. There were multiple other children in the cinema that were of a similar age.

It seems inappropriate that an ad with such content be played at a movie rated for primary and pre school age children. Any movie that contained sexual and pornographic references would not be rated at a level where it could be viewed by such young children, it does not seem right that an ad coving the same topics would be appropriate.

This is not a complaint against the ad itself, it is well made, in good taste, a topic that is relevant and a positive message. I just do not believe it should be targeted at such young audiences and would probably be more appropriate for movies rated M and higher.

I have tried to contact Reading Cinemas twice about this issue since the screening but have not received a response on either occasion.

The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(c), Rule 2(e);

The Chair noted the Complainant was concerned the advertisement had played during a children's movie, which was inappropriate given the subject matter.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising or its placement to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed its instruction to the cinema was "... this advertisement was not to be shown during any film aimed at children. The advertisement was shown in error. We have re-briefed the cinema and this should not happen again."

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of confirming the error would not be repeated, 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- Media error**

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.