

<b>COMPLAINT NUMBER</b>	21/438
<b>ADVERTISER</b>	Red Bubble
<b>ADVERTISEMENT</b>	Red Bubble Stuff Website
<b>DATE OF MEETING</b>	14 September 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Red Bubble digital marketing advertisement appeared on the Stuff website. The advertisement shows three product images - a sticker with the words "RIM REAPER" and a skeleton licking an anus, a poster of Kim Kardashian, and a t shirt with a bicycle and the words "I LOVE MY WIFE". The Red Bubble logo is underneath, alongside the text "Created by Independent Artists" and the Red Bubble URL.

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

**Complaint:** The advert for t-shirts shows a very graphic depiction of a sexual act with wording to further enhance the idea associated.

This ad was seen by 2 of my children, aged 8 and 13. The subject matter is not suitable for display on a family and child accessible website and has caused me repulsion, disgust and problems around explaining the context to my children, who should never have to see this sort of image.

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

**The Chair** noted the complainant was concerned the advertisement was offensive due to the graphic nature of one of the products being advertised.

The Chair acknowledged the Media had removed the advertisement after receiving the complaint and noted its response: "As soon as we received the complaint we blocked the URL of the advertiser as we absolutely do not want this type of imagery on our site".

Given the Media'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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.