

COMPLAINT NUMBER	21/386
ADVERTISER	Department of Prime Minister and Cabinet
ADVERTISEMENT	Unite Against Covid-19 Television
DATE OF MEETING	1 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Department for Prime Minister and Cabinet "two shots" advertisement promotes double vaccination against COVID-19. The voiceover for the advertisement begins with: "Hey yo it's two shots for summer, fam. Two shots to live and breathe. Two for long days and warm nights. Yeah, two shots is the key. Two shots to gather whānau, two shots to share a feed, two shots to have a sing-a-long, even two to do the deed..." When the phrase "two to do the deed" is heard, there is a brief shot of two ladybirds copulating and a head shot of two people kissing. The advertisement ends with: "Get your first one now and your second one ASAP. Chur." and shows the logos for Karawhiua, "Unite Against COVID-19" and the Ministry for Pacific Peoples.

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

There were two complaints about this advertisement.

Complaint 1: The takes 2 jabs add makes sexual references that it is teaching our young kids about sex way before they need to know.

Complaint 2: I am shocked at the current "two shots covid ad". It has sexual undertones and messaging, it has been shown during hours my children are watching TV and I think it breaches good taste and decency and children interest sections of the broadcasting standards. I hope it will be stopped from being aired.

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

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.

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(e) Advocacy advertising: Advocacy advertising must clearly state the identity and position of the advertiser. Opinion in support of the advertiser's position must be clearly distinguishable from factual information. Factual information must be able to be substantiated.

The Chair noted the Complainants were concerned the advertisement contained sexual references, which were inappropriate for children.

The Chair carefully reviewed the advertisement and said the likely consumer takeout of the advertisement was to encourage people to get vaccinated against COVID-19. The advertisement was designed to appeal to certain sectors of the population, particularly young people, who were over-represented in the groups yet to be vaccinated. She noted the advertisement focuses on the sense of freedom and security that could be afforded by a high vaccination rate. It implies that all forms of social interaction can potentially result in the spread of COVID-19.

The Chair acknowledged the concern that the advertisement was inappropriate. The Chair said however the sexual references in the advertisement: the phrase "two to do the deed" combined with the fleeting images of two ladybirds copulating and two people kissing, did not reach the threshold to cause serious or widespread offence. She noted that the advertisement was rated G by the Commercial Approvals Bureau, allowing it to be broadcast at any time, and confirmed that it played within its rating when it was shown to the complainants.

The Chair said the advertisement was not in breach of Principle 1, Rule 1 (c) or Principle 2, Rule 2 (e) 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. 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.