

COMPLAINT NUMBER	21/527
ADVERTISER	Sophie Store Limited
ADVERTISEMENT	Email, Website
DATE OF MEETING	29 November 2021
OUTCOME	Settled – advertisement amended

Advertisement: The Sophie Store marketing email has the subject line "NEW: Pretty in Pearls. x" and promotes new freshwater pearl products – a bracelet and a necklace. The email states that they "even have a pearl bracelet for your mini" and shows two images of a child wearing the bracelet: a head-and-shoulders image of the child and a close up of the bracelet on the child's wrist, against her bare legs and nude bodysuit.

The web page for the "Mini Pretty in Pearls Bracelet" on the Sophie Store website shows two images of the child wearing the bracelet as well as an image of the bracelet flat against a surface. The page flags the product as "NEW" and contains a product description.

The Chair ruled the complaint was Settled.

Complaint: I believe this website URL and also the email I have attached that was sent out as digital marketing is very close if not over the line of sexualisation of children. Over to you to decide. I found it quite over the top.

The relevant provisions were Advertising Standards Code – Principle 1, Rule 1(d).

The Chair noted the Complainant was concerned the advertisements included a sexualized image of a child.

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 to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser removed the image from their website and confirmed that it would not be used in further advertising.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken to remove the advertisement, 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 – advertisement amended**

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.