

<b>COMPLAINT NUMBER</b>	21/561
<b>ADVERTISER</b>	Fisherman's Friend
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	16 December 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Fisherman's Friend shows a couple in bed together. The man reaches for a packet of Fisherman's Friend on the bedside table, gets out of bed and eats the mint saying he's "off for a shower". He is shown naked from waist up, standing outside a lighthouse as a wave washes over him. The advertisement finishes by showing the product range.

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

**Complaint:** The fisherman's Friend advertisement at this time of day is extremely inappropriately inappropriate and nudity is not acceptable for family viewing at this time of day.

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

**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.

**The Chair** noted the Complainants' concern that the advertisement contained nudity, which was inappropriate for its placement during an episode of *Friends* (Thursday, 4.30-5.00PM).

The Chair carefully reviewed the advertisement. She said that the advertisement showed a couple in bed together, with woman wearing a singlet top, and also showed the man naked from the waist up taking a "shower" from the sea while he is standing on the outside of a lighthouse. She said that the content was appropriate to the product and did not contain anything indecent.

Further, the Chair noted that the advertisement's voiceover stated, "this episode of *Friends* is proudly brought to you by Fisherman's Friend". The Chair said that given the context of *Friends*, a show about six adults living in New York, the advertisement was unlikely to be seen as inappropriate.

The Chair then confirmed the rating of the advertisement. The Commercial Approvals Bureau rated the advertisement GXC (General except Children), allowing it to be broadcast at any time except during shows which intended for children under 13 years of age. She noted that while *Friends* was rated G, the subject matter was unlikely to appeal to people under 13 years of age.

The Chair said that the advertisement played within its afforded rating. Audience data provided by the media supported this, indicating that only 12.5% of the audience were children between the ages of 5 and 17.

The Chair said that the advertisement had been prepared and placed with a due sense of social responsibility and was not in breach of Principle 1 or Rule 1(c) 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](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.