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| <b>COMPLAINT NUMBER</b> | 18/056   |
| <b>COMPLAINANT</b>      | J Rolston                                      |
| <b>ADVERTISER</b>       | Spark NZ Ltd                                   |
| <b>ADVERTISEMENT</b>    | Spark NZ Ltd, Digital Marketing,<br>Television |
| <b>DATE OF MEETING</b>  | 26 February 2018                               |
| <b>OUTCOME</b>          | No Grounds to Proceed                          |

**Advertisement:** The Spark television and digital marketing advertisement, [www.facebook.co/spark4nz](http://www.facebook.co/spark4nz), celebrated Pride 2018 and showed two fathers interacting with their son while the voiceover said "Thanks to you, he'll be supported and grow the confidence to be himself. Thanks to you, he'll have someone to look up to and stand by him through any tough times ahead. Thanks to you he can love the person he chooses. Thanks to members of the rainbow community standing for respect and equality, all Kiwi families will grow in a country that continues to progress."

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

**Complainant, J Rolston, said:** This is blatant social engineering. The message is "he can grow up to be who he wants to be." What if this voiceless baby wanted to grow up with a mother AND a father? Shouldn't the message be "so he can grow up to be what THEY want him to be?"

Is it okay to show an innocent child being manipulated in this way to further advance the homosexual agenda?

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Code for People in Advertising - Basic Principle 3**

The Chair noted the Complainant's concerns the advertisement was social engineering.

When considering the content of the advertisement, the Chair said the depiction of homosexuality was not grounds for complaint in itself. The Chair noted that the Board has considered the depiction of homosexuality on other occasions including in Decisions 15/017 (a television advertisement for Lynx hair products) and 14/537 (an advertisement for Contact Energy) and held that it was unlikely to cause serious or widespread offense.

While acknowledging the offence caused to the Complainant, the Chair said in light of generally prevailing community standards, the advertisement was unlikely to cause serious or widespread offence. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and therefore was not in breach of Basic Principle 4 or Rule 5 of the Code of Ethics or Basic Principle 3 of the Code for People in Advertising.

Accordingly, 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 via email or letter within 14 days of receipt of this decision.