

COMPLAINT NUMBER	18/434
COMPLAINANT	H Thomas & J Chambers
ADVERTISER	Specsavers NZ
ADVERTISEMENT	Specsavers, Television
DATE OF MEETING	14 January 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Specsavers television advertisement shows a cricket player walking past a lunch table of food and picking up a half an avocado instead of his groin protector. The man inserts the avocado into his trousers and walks onto the pitch and attempts to adjust the avocado into the correct position. The graphic on the advertisement says “Should’ve gone to Specsavers.”

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

Complainant, H Thomas, said: Objectional sexual overtones of a cricketer grinding in delight. Obviously funny to men, but totally sick and objectionable to women

Complainant, J Chambers, said: I object to a cricket box (protector) being on table with food. A male dressed as cricketer taking 1/2 avocado and placing down his trousers.

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

The Chair noted the Complainants’ concerns the advertisement had objectionable sexual overtones and the groin protector should not be shown next to food.

The Chair reviewed the advertisement and said the Advertiser was using light-hearted humour with the unlikely scenario of a man mistaking an avocado for a groin protection guard, in order to demonstrate the value of prescription glasses for those with poor eyesight.

The Chair said in her view, the male character was not displaying any sexualised behaviour, but rather was attempting to manouvere the avocado half he had inadvertently picked up, into the correct position, with understandable difficulty.

In relation to the placement of the groin protector on a table with food, the Chair agreed it was not ideal for such items to be placed together. However, the fleeting image did not reach the threshold to breach the decency and offensiveness rule of the Advertising Standards Code.

While the Chair acknowledged the genuine concerns with regard to possible sexual overtones and a food hygiene issue, she was of the view the advertisement was unlikely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said the advertisement had been prepared with a due sense of responsibility and there was no apparent breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

Therefore, the Chair ruled there were no grounds for the complaints to proceed.

Chair's Ruling: Complaints **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 via email or letter within 14 days of receipt of this decision.