

COMPLAINT NUMBER	18/432
COMPLAINANT	P McMahon
ADVERTISER	Henry's Beer, Wine and Spirits
ADVERTISEMENT	Henry's Beer, Wine and Spirits, Out of Home
DATE OF MEETING	15 January 2019
OUTCOME	Settled – advertisement removed

Advertisement: The message board outside Henry's Beer, Wine and Spirits premises in Woolston, Christchurch said "Day 5 without sex: I went for a run with jandals on just so I could remember the sound."

The Chair ruled the complaint was Settled.

Complainant, P McMahon, said: I find this statement on the sandwich board outside Henry's Woolston (Christchurch) to be offensive, "Day 5 without sex: I went for a run without jandals on just so I could remember the sound."

I find this offensive because it is inappropriate sexual content in an inappropriate context: outside a business in a local neighbourhood shopping area. It is beside a local fish and chip store, a pizza takeaway store, a convenience store, near a barber, a community library, and a pharmacy.

The area is used by a diversity of people, including children. It is not something that children should be exposed to nor that parents - like me - should be forced to explain to their children. I find this to be an offensive sexualisation of public space where people should be free not to subject to crude sexualised content.

The Advertiser, Henry's Beer, Wine and Spirits, said in part: "This is not an advertising board but a board where we add funny sayings and quotes that are sourced from the internet. Our customers really enjoy the humour but I understand that this particular quote was perhaps pushing the boundaries for some people. It was definitely not intended to offend anyone, and if the complainant had popped his head in the door and said something, I would have removed it straight away.

In future we will be more careful with our choice of quotes."

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 1 (g), Principle 1, Principle 3;

The Chair noted the Complainant's concern the message board used explicit sexual content, which they found offensive in a public place where children were exposed to the message.

The Chair acknowledged the Advertiser had removed the wording and would take more in future.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the content and taking more care with future quotes, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled the complaint was settled.

Chair's Ruling: Complaint **Settled – advertisement removed**

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.