

<b>COMPLAINT NUMBER</b>	19/151
<b>COMPLAINANT</b>	R Mathews
<b>ADVERTISER</b>	Universal Pictures NZ
<b>ADVERTISEMENT</b>	Universal Pictures NZ, Television
<b>DATE OF MEETING</b>	8 April 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for the comedy film *Little* shows clips from the film including a security guard saying “We’ve got a BMW situation – Black momma whooping.” A woman is shown smacking the child character.

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

**Complainant, R Mathews, said:** Little movie trailer. I object to BMW big momma whooping. In NZ this is called assault. They are trying to make a mother hitting her child into an object of comedy which is abhorrent.

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

**The Chair** noted the Complainant’s concern the advertisement showed a woman smacking a child which is assault.

The Chair said the advertisement was promoting the comedy film *Little* which was a farcical story about an adult woman who transformed into the body of a child. The Chair said the advertisement for the film had been given a GXC (General Except Children) rating by the Commercial Approvals Bureau which means it may be broadcast at any time except during programmes which are intended specifically for children under the age of 13. The programme it aired during, *Married at First Sight*, had a PGR (Parental Guidance Recommended) rating. The Chair noted the advertisement played at 7:45pm.

The Chair acknowledged the Complainant’s genuine concern about the smacking scene. The Chair said the film was based on the ridiculous premise that an adult is transformed into a child’s body and goes back to school. The character behaves as an adult in a child’s body creating a range of reactions from the adults interacting with her. In the scene with the woman smacking the character, there is a security guard observing and reporting the incident. The Chair did not consider the scene, in context, endorsed violent behaviour. The Chair said many film trailers show illegal or irresponsible behaviour in the course of promoting the content of their storyline.

The Chair said taking into account context, medium, audience and product, the advertisement and its placement did not meet the threshold to condone violence or to cause serious or widespread offence or offend against generally prevailing community standards.

The Chair said the advertisement had been prepared with a due sense of social responsibility and was not in breach of Principle 1, Rule 1(c) or Rule 1(f) 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 via email or letter within 14 days of receipt of this decision.