

COMPLAINT NUMBER	19/141
COMPLAINANT	S Hales
ADVERTISER	Brutal Hails Promotions
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	10 April 2019
OUTCOME	Settled

Advertisement: The Cabana website advertisement for the Brutal Hails band, performing at the Death Metal Festival on Saturday 30 March 2019, showed offensive images of violence against women. It also included song titles such as “Depraved”, “Corpse Feast” and “Horrendous Disfigurement”.

The Chair ruled the complaint was Settled.

Complainant, S Hales, said: I find the attached images offensive, in that they portray extreme violence to women.

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

The Chair noted the Complainant’s concerns the advertisement contained images that portrayed violence to women.

The Chair noted the response from the Advertiser which confirmed they will make sure no band playing at the Cabana in future will ever use “anything like this image” in their advertising. The Advertiser noted the event which was the subject of the complaint had been held the previous Saturday.

Given the Advertiser’s co-operative engagement with the process and the commitment made to avoid using such advertising in future, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was settled.

Chair’s Ruling: Complaint **Settled**

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.