

COMPLAINT NUMBER	20/195
ADVERTISER	Bensemam Boating Centre
ADVERTISEMENT	Bensemam Boating Centre Radio
DATE OF MEETING	18 May 2020
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Bensemam Boating Centre features a father talking to his child about going boating, while the man is having a bath. At the end of the advertisement the child says: “And Dad, can you put your pants on?”

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

Complaint: This advertisement features a young girl speaking to her father who is in the bath, he is talking about boating when Covid 19 restrictions are removed..The last line of the advert ..."Dad,can you put your pants on?"I feel this is very inappropriate and especially as many children are remaining at home at present!!

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant’s concern the advertisement was inappropriate.

The Chair noted the humorous intent behind the advertisement, especially as parents are usually the ones encouraging their young children to get dressed, not vice versa.

The Chair said all families are different and have their own comfort levels when it comes to parents being naked in front of their children. The Chair also acknowledged that some people may be more affected by the scenario depicted in the advertisement, than other members of the public generally.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the scenario depicted and use of the phrase "Dad,can you put your pants on?" in this context was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair acknowledged the Complainant’s concern but said in this case the threshold to cause serious or widespread offence had not been reached. The Chair said the advertisement had been prepared with the due sense of social responsibility required and it was not in breach of Principle 1 or Rule 1(c) 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.