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| COMPLAINT NUMBER | 20/209 |
| ADVERTISER | Novus NZ |
| ADVERTISEMENT | Novus NZ, Television |
| DATE OF MEETING | 8 June 2020 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The Novus Glass television advertisement promotes its glass repair and replacement service. The advertisement shows a cartoon car with its window needing replacement. The advertisement also shows various groups of people in a moving car singing "show us your crack!" including a mother driving her car with a child in the back saying "oh Novus".

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

Complaint: I wish to complain about Novus Glass repair company ads. I can not believe they are allowed to air on radio and now especially tv! the tag line 'Show us your crack' is offensive and has obvious strong sexual undertones. I am male and I am pretty liberal and find it offensive and sexist. I am sure you have had many complaints about this ad. I do not feel my mother or sister should be subjected to this or any woman with an ounce of self dignity. It is setting a bad example to society with its derogatory undertone.

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 is offensive and derogatory to use the line "Show us your crack."

In considering the issue raised by the Complainant, the Chair referred to a precedent Decision 16/343 regarding a complaint about the same phrase which was ruled No Grounds to proceed. That Decision said in part:

The Chair viewed the advertisement and noted there is a previous decision (03/252) in relation to Novus which used the same wording in a television advertisement. That complaint was not accepted either. The decision stated:

"The Chairman was of the opinion that the onscreen imagery in the advertisement made it clear that the wording used in the jingle referred to cracked windscreens. In his view the advertisement promoted a windscreen repair service in an acceptable manner, and it would not be likely to cause either serious or widespread offence. Accordingly, it did not meet the threshold to effect a breach of the Advertising Codes.

The Chair agreed with the previous decision and said the wording was used with a level of humour and it was unlikely to cause serious or widespread offence.”

The Chair noted this precedent directly applied to the complaint before her. She said the likely consumer takeout of the advertisement was it used the double entendre “Show us your crack” in an attempt at humour, which directly related to the core business of the Advertiser, namely glass repair.

While acknowledging the Complainant had placed different emphasis on the phrase in their takeout of the advertisement which had caused them offence, the Chair said she was required to consider whether the advertisement breached the Advertising Standards Code.

Rule 1(c) required the Chair to consider whether the advertisement was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair confirmed the use of the light-hearted innuendo was not likely to cause serious or widespread offence

The Chair said the advertisement had not reached the threshold to breach 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.