

COMPLAINT NUMBER	20/448
ADVERTISER	Calendar Girls
ADVERTISEMENT	Calendar Girls Radio
DATE OF MEETING	14 October 2020
OUTCOME	Settled

Advertisement: The Calendar Girls radio advertisement promotes the new Calendar Girls' Mansion. It includes live streaming of women living in the Calendar Girls' Mansion.

The Chair ruled the complaint was Settled.

There were three complaints about this advertisement:

Complaint 1: Its broadcasting live streaming of sex services / porn / explicit images an should not be on mainstream broadcast, nor at that time of day. It is objectifying women under the guise of peeping Tom / perving. Obviously that might interest some people but is inappropriate for general advertising.

Complaint 2: Radio Ad Details: Hauraki

Throughout day; first broadcast after Matt & Jeremy around 10am & continued intermittently during the day. 2020-09-16 10:00am Complaint Details: I find this advert distasteful and offensive to common decency. The gist of this advertisement is to promote live webcam viewing of adult entertainment services at Calendar Girls, but its content is done in such a manner that I & others listening felt disgusted. The wording discusses "Remember when your sister had a sleepover & you weren't invited" before promoting the live webcam viewing option at "CG Mansion". The implication is that a man is sexually objectifying both his sister and young women (her friends), and although he missed out when younger, he can now get gratification of the fantasy of adult services with young (potentially underage) women by going to the website. I in general do not have a problem with the promotion of adult entertainment services, but to do so in such a disturbingly creepy manner objectifying particularly young women is disturbing. Sexual assault of young women by someone within their family circle is sadly common, and I strongly feel this ad simply promotes the objectification of young women & the acceptance of such distasteful behaviour.

Complaint 3: There is an advertisement for CG's mansion played on Gold 99.00 which is encouraging our younger generation and in particular younger boys to take interest in immoral engagement. I am appalled at the wording of the advertisement and shocked that this could even be allowed to be on air. A a parent I believe this is not appropriate to be aired and should be relooked.

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 Complainants' concerns the advertisement was inappropriate for general advertising.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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 calendar days of receipt of this decision.