

<b>COMPLAINT NUMBER</b>	21/028
<b>ADVERTISER</b>	Global Shop Direct
<b>ADVERTISEMENT</b>	Sara Mia, Television
<b>DATE OF MEETING</b>	1 February 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The 120 second Global Shop Direct television advertisement promotes the Sara Mia bra. It begins by showing women in ill-fitting bras and then outlines why the Sara Mia bra is more comfortable and supportive.

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

**Complaint:** This time slot is family viewing time and we don't want to see long adverts about bra's for sale on TV where women are showing their cleavage. I feel it would be more appropriate to show adds like this at other times of the day, not in the late afternoon or early evening.

**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 concerns the advertisement included images of women wearing bras, which showed their cleavage.

The Chair referred to a precedent decision, 20/393, concerning another complaint about a television advertisement for the Sara Mia bra. This decision referred to another precedent decision, 18/108, regarding advertising for Berlei Bras. This decision said in part:

"The Complaints Board also confirmed its previous findings relating to the content of the advertisement noting that while some Complainants were offended by the fleeting images of near naked breasts, they were not sexual and illustrated realistic scenarios experienced by women. The Complaints Board said there was nothing pornographic in the advertisement and nothing that offended against generally prevailing community standards taking into account the context, medium, audience and product being advertised.

The Complaints Board ruled the advertisement did not offend against generally prevailing community standards and was unlikely to cause serious or widespread offence to most people noting its placement. The Complaints Board said the advertisement was not in breach of Rule 4 or Rule 5 of the Code of Ethics."

The Chair said this precedent decision applied to the advertisement before her. The Chair said the Sara Mia advertisement was not in breach of Rule 1(c) or Principle 1 of the Advertising Standards Code. This is because the scenes in the advertisement showing ill-fitting bras and the features of the Sara Mia bra were realistic and not sexual.

The Chair ruled the complaint had no grounds 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 calendar days of receipt of this decision.