

<b>COMPLAINT NUMBER</b>	21/037
<b>ADVERTISER</b>	Latenight Barbershop
<b>ADVERTISEMENT</b>	Radio
<b>DATE OF MEETING</b>	10 February 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Latenight Barbershop radio advertisement promoted the store's late night opening hours. The advertisement featured two people making fun of their friend's "perm". On hearing this the man looks in the mirror and says "oh fuu..".

**The Chair ruled the complaint to proceed was Settled.**

**Complaint:** This complaint was originally submitted to NewstalkZB on the date this advertisement was aired. Today (25 January 2021) I received an unsatisfactory reply from NewstalkZB.

My complaint: Complaint surrounds language on hairdresser advertisement this afternoon. I believe the advertiser was called Midnight Cuts or something like that. The actor at the end of the advert utters an expletive which sounded like and was intended to sound like the 'F you see Kay' word. Best to stop this kind of bad taste insulting language on your platform. I'm surprised your censors didn't pick this up.'

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

**The Chair** noted the Complainant's concerns the advertisement contained an expletive.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.