

COMPLAINT NUMBER	21/135
ADVERTISER	MediaWorks
ADVERTISEMENT	The Rock Television
DATE OF MEETING	3 May 2021
OUTCOME	Settled

Advertisement: The television advertisement for The Rock radio station's The Morning Rumble programme showed the presenters holding a mock press conference. One of the presenters said: "We've called this press conference today because it's been brought to our attention that some of the antics over the years have been in poor taste." Images from the Playboy mansion promo video, the 'Win a Wife' news coverage and the Rog's Russian bride story were shown. A different presenter said "... So on behalf of everyone at the Rock ... Yeah, it's been fun. Cheers!".

The Chair ruled the complaint was Settled.

Complaint: Commercial advertising the rock radio station. Words are we've been derogatory whilst flashing up a picture of a woman in a bikini, followed by it's been fun.

This is extremely offensive, and the first time I've ever felt a need to send a complaint about an advertisement.

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 was offensive.

The Chair acknowledged the Advertiser had removed the advertisement prior to receiving the complaint and noted confirmation that the advertisement will not be re-broadcast or re-published.

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.