

COMPLAINT NUMBER	21/298
ADVERTISER	Oi Organic Initiative
ADVERTISEMENT	Oi Tampons, Website
DATE OF MEETING	8 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: The advertisement for Organic Initiative, which appeared on the Stuff website shows a tampon box with the label 'Revolution in a box' and above the box wording, "Oi, Vaginas hate plastic" and below the box "Detox the Box".

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

Complaint: I find this ad objectionable and distasteful. The reference "detox the box" is demeaning towards women in the interaction between "vagina" and the smutty use of "box". The screenshot attached shows the ad on Stuff.co.nz on May 22 at approx 9.45am

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 was concerned the advertisement was objectionable and distasteful.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was the "detox the box" was a short-hand way of promoting a tampon which is made of natural material as well as a reference to the product's purpose and company environmental philosophy.

The Chair noted the advertisement appeared on the Stuff website which has an audience profile which is over 88.5% adult.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of a slang term with a double meaning in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said the placement of the advertisement in a medium with a predominantly adult audience was an important consideration her decision.

While acknowledging the use of the slang term "box" for vagina may offend some consumers, the Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Code.

The Chair ruled there were no grounds for the Complaints 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.