

COMPLAINT NUMBER	21/267
ADVERTISER	New Plymouth Little Theatre
ADVERTISEMENT	The Fully Monty, Billboard
DATE OF MEETING	15 June 2021
OUTCOME	Settled – advertisement amended

Advertisement: The billboard advertisement for *The Full Monty* play at the New Plymouth Little Theatre shows the back view of a naked man with the text “The Full Monty. A play by Simon Beaufoy. Directed by John Lawson. Coming this July.”

The Chair ruled the complaint was Settled.

Complaint: I have a complaint to make about a bill board on the sight of the New Plymouth little theatre but facing into Devon at west. I find it indecent. My family and my children should not have to be exposed to this in a public setting and each time we drive on the main at of New Plymouth. Children should not have to see such indecency normalised in this public space- keep it 'g' rated on the main st please.

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

The Chair noted the Complainant was concerned the advertisement was indecent.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed it had amended the billboard, adding a ‘sold out’ stamp to cover the majority of the buttock area of the image on display.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action of amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled

Chair’s Ruling: Complaint **Settled – advertisement amended**

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.