

COMPLAINT NUMBER	21/376
ADVERTISER	JB Hi-Fi Group (NZ)
ADVERTISEMENT	Solar Power by Lorde, Website
DATE OF MEETING	19 July 2021
OUTCOME	No Grounds to Proceed

Advertisement: The JB Hi-Fi web page displayed a revolving banner advertisement for Lorde's new album 'Solar Power'. In the centre of the banner is the album cover, showing a low-angle shot of Lorde leaping over the camera with the image looking up from the ground at her legs and body.

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

Complaint: I am a loyal customer of JB HI-FI and often check their website. Today, July, 8th 2021 at 20h20 I was affronted by the attached banner advert on their homepage. It is advertising a music album and JB HI-FI's prize promotion and shows the album cover artwork. I appreciate that JB HI-FI did not create the artwork, however they are endorsing and promoting its contents. The advert shows a reprehensible example of sexual objectification of women, if not soft-pornography. The image is a photograph taken looking up a woman's legs at her crotch as she strides. The woman in the advert is practically naked. Such photography of a woman would invite criminal prosecution under certain circumstances.

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 included artwork from an album cover which objectified women.

The Chair carefully reviewed the advertisement and noted the image shown was the album cover from the New Zealand music artist Lorde's latest release, Solar Power.

The Chair said the image on the album cover had clearly been authorised by Lorde and the advertisement used the cover image to promote sales of the single, Solar Power on the retail website. The Chair agreed the image could be seen as provocative but was in the context of imagery used in the video to promote the music.

The Chair said the average consumer would be unlikely to consider the image to be objectifying the artist, given that Lorde was promoting her music using this creative.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the image of a woman in this context was likely to cause serious or widespread offence in light

of generally prevailing community standards. The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint 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.