

<b>COMPLAINT NUMBER</b>	21/471
<b>ADVERTISER</b>	MediaWorks Radio
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	21 September 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The 30-second television advertisement is promoting the Rova Music+ phone application. The advertisement also promotes podcasts, for example "The Trainee Sexologist". In relation to this podcast the announcer says "Did you know that turtles are horny?" The final shot shows the Rova logo, with the text "Radio. Music. Podcasts".

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

**Complaint:** Rova ad

Turtles are Horny,

my 8 year old asked what's Horny????!!!!

Seriously.. why is this ad allowed..theres other platforms for content of this nature..

**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 concern the advertisement was inappropriate due to the use of the word "horny".

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the word "horny" in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair said the word horny can have two meanings "having a hard surface" like the shell and beak of the turtle or "sexually aroused". The Chair noted that the advertisement was on Bravo TV, a channel that targets 25-54 year olds. The Chair said that despite the Complainant's objection to the advertisement, in this context it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it 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](http://www.asa.co.nz). Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.