

<b>COMPLAINT NUMBER</b>	22/003
<b>ADVERTISER</b>	GGO Uncensored Limited
<b>ADVERTISEMENT</b>	Girls Get Off Billboard
<b>DATE OF MEETING</b>	31 January 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The Girls Get Off billboard shows white text against a pink background stating, "CHRISTMAS IS CUMING... SO CAN YOU". An illustration of the product in a Santa hat is on the right side with the website URL [www.girlsgetoff.co.nz](http://www.girlsgetoff.co.nz) shown underneath.

**The Chair ruled the Complaint was Settled.**

**Complaint:** There is advertising of adult sex toys on billboards around with an inappropriate tagline of "Christmas is cuming" This isn't appropriate for young children and offensive also. Especially in such visible locations.

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

**The Chair** noted the Complainant was concerned the advertisement included sexualised wording that wasn't appropriate for children to see.

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 had removed the billboard and confirmed that it would not be used in future.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken to remove 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**

#### **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.