

COMPLAINT NUMBER	22/166
ADVERTISER	Brand Developers Ltd
ADVERTISEMENT	RowShaper, Television
DATE OF MEETING	7 June 2022
OUTCOME	No Grounds to Proceed

Advertisement: The two-minute television advertisement for the Row Shaper shows the equipment being used and highlights the health and physical benefits from using the product. The advertisement emphasises the consumer's ability to get "the body you've always dreamed of" and shows several shots of muscled men and women.

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

Complaint: This ad at prime family viewing time send the message that thin is the only 'sexy' and zooms in on a woman's butt! Adverts like this are not appropriate for young, impressionable people!

This advert features each day at the same time.

Using the language 'lean and sexy' are not words my young children need to hear.

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 that the advertisement sends an irresponsible message that 'thin is sexy' and is inappropriate for young audiences.

The Chair carefully reviewed the advertisement. She noted it showed several shots of shirtless men and of women in tight workout clothing. During these shots, the voiceover describes how the equipment can alter the physique to look like a professional rower. The Chair said in the context of promoting the physical benefits of the equipment, the portrayal was able to be justified.

The Chair confirmed the advertisement had a 'G' (General) rating from the Commercial Approvals Bureau which allowed it to be played at any time. She noted the Complainant had seen the advertisement while watching *The Chase*, a quiz gameshow which, she said, is aimed at an adult audience and unlikely to appeal to children.

The Chair said the depictions in the advertisement were unlikely to cause serious or widespread offence and did not meet the threshold for a breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

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 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.