

COMPLAINT NUMBER	22/177
ADVERTISER	LightInTheBox
ADVERTISEMENT	LightInTheBox.comDigital Marketing
DATE OF MEETING	27 June 2022
OUTCOME	No Grounds to Proceed

Advertisement: The LightInTheBox T-shirt advertisement appeared in a story on the NZ Herald website. It showed photos of three T-shirts. One of the T-shirts had the text: "If guns kill people I guess cars drive drunk and forks make people fat". The other two T-shirts had the text: "I never dreamed I'd become a grumpy old man. But here I am, killing it" and "Built in the sixties. Original. Unrestored."

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

Complaint: Condoning gun violence - this advertisement should not be allowed to run as it makes light of gun violence which is serious.

This was seen within the NZ Herald app on Wednesday 15th June around 7pm.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant's concern the advertisement was condoning gun violence.

The Chair said the advertisement was promoting T-shirts which have ironic or humorous messages. The Chair noted the advertisement was for LightInTheBox, a global online retail company that sells products through www.lightinthebox.com and www.miniinthebox.com.

The Chair said while the phrase "If guns kill people I guess cars drive drunk and forks make people fat" might be associated with the public debate about gun laws, the focus of the advertisement was to promote clothing from an online retailer. The Chair said the text on the T-shirt refers to a particular point of view that it is people that kill people, not guns.

The Chair said taking into account context, medium, audience and product, the advertisement did not meet the threshold to condone violent or anti-social behaviour, and it was not in breach of Principle 1 or Rule 1(f) 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 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.