

COMPLAINT NUMBER	22/306
ADVERTISER	World Vision NZL
ADVERTISEMENT	World Vision Poster
DATE OF MEETING	20 October 2022
OUTCOME	Settled

Advertisement: The out of home poster advertisement for World Vision, consisting of two posters, promoted a campaign to sponsor 1,000 girls by October 31st. The first poster reads '13 is too young to be a bride', the second poster has an image of a child wearing a headscarf and written details of the movement campaign.

The Chair ruled the Complaint was Settled.

Complaint: I am writing a formal complaint about the billboard posted on the side of 103 Wellington Street in Freemans Bay Auckland. And any other billboards by this organization with this particular topic. I saw this billboards whilst walking home with 6 year who wears a headscarf. This promotes islamaphobia as the image is depicted to one religion and this issue is found in many countries and religions. I am very appalled by this and would like this to be taken down asap. This makes me very scared, the safety of my daughter and any other young girls who are muslim.

Duplicate Complainants shared similar views

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

The Chair noted the Complainants concerns that the advertisement could be considered offensive to the Muslim Community.

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 confirmed it had amended the advertising to replace the image subject to the complaints.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending 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 [Appeal Process](#). 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.