

COMPLAINT NUMBER	17/074
COMPLAINANT	B Wong
ADVERTISER	Foodstuffs NZ
ADVERTISEMENT	Pam's Egg Spaghetti and Pasta Sauce Television
DATE OF MEETING	6 March 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Pam's spaghetti and pasta sauce is a parody of the television programme "Masterchef", with two children judging their "mother's" cooking. The girl says "And what have you made for us today Mum? ... Did you get the pasta straight from the packet?". The woman places a pasta dish on the table in front of the two children, for review. The boy says "Were you careful with the scissors?".

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

Complainant, B Wong, said: I find this add for the Pams branded spaghetti and tomato sauce offensive as it demeans the role of the parent and appears to validate children bossing their parents around and acting in authority over them society has enough problems with children not recognising and showing respect for people in authority without it beg portrayed as acceptable by advertisers. In my opinion this ad, while advertising what may be a good product has a negative impact on family roles.

The relevant provisions were Code of Ethics - Rule 5; Code for Advertising Food - Principle 1.

The Chair noted the Complainant's concerns the advertisement appears to validate children bossing their parents around and acting in authority over them.

The Chair said the advertisement is a light-hearted spoof and uses humour to get its message across. The advertisement is acknowledging a parent's hope that their children will eat and appreciate the food that has been prepared for them.

The Chair said the advertisement does not contain anything which is likely to cause serious or widespread offence.

Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 or Rule 5 of the Code of Ethics or the Code for Advertising Food. Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**