

COMPLAINT NUMBER	17/077
COMPLAINANT	K Guise
ADVERTISER	Fonterra Co-operative Group Ltd
ADVERTISEMENT	Fonterra Television
DATE OF MEETING	6 March 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Fonterra opens with a pre-dawn scene of rural New Zealand and then shows a range of workers, who are early risers. The voiceover of Fonterra brand ambassador, former All Black Captain Richie McCaw, begins with “The sun rises on New Zealand before any other country in the world. It’s those that get up in time to see it that get this country going – the fishermen, the bakers, the gas station attendants, the dairy owners, the dockyard workers and thousands of other early risers”.

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

Complainant, K Guise, said: I found this advert contains gender discrimination. Richie McCaw who is a prominent male role model talks about all the important people that get up early to start running the country. All the visual content shows men in male roles e.g fisherman, bakers, dockyard workers, dairy workers etc. Even though the language refers to "people" the images are all male apart from female farmer at the end standing next to a male farmer. I feel this ad sends out a sub conscious message that men run the country. Where are the nurses, teachers, mothers, factory workers that are women and rise early and deal with running families. It makes me cringe every time it is played in front of me and I want to shout at the screen. Women run the country too. Please consider a gender balance in these type of ads, it does no favours for our fight for equality. Thank you

The relevant provisions were Code of Ethics - Basic Principle 4; Code for People in Advertising - Basic Principle 3, Basic Principle 4.

The Chair noted the complainant’s concerns the advert contains gender discrimination.

The Chair said the advertisement is an advocacy advertisement for Fonterra. The advertisement uses a range of images of workers who are early risers, many of whom happen to be male. The advertisement also refers to other workers in a gender-neutral way, for example bakers and dairy owners.

The Chair said the advertisement was not likely to cause serious or widespread offence, on the grounds of gender or through the use of stereotypes.

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 the Code for People in Advertising. Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

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