

COMPLAINT NUMBER	17/208
COMPLAINANT	C Whitwell
ADVERTISER	Kelloggs NZ
ADVERTISEMENT	Kelloggs NZ, Television
DATE OF MEETING	3 July 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Kellogg's television advertisement for Special K cereal shows various images of women in their underwear, worrying about their bodies and later actively celebrating a more positive body image. The voiceover message said - "We believe all women can change something more important than the size of our bums. We can change our perspective. So lets start focusing on the things we can change. Lets put good things in our bodies. Lets take a good long look in the mirror and proudly own it all"

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

Complainant, C Whitwell, said: This ad was full of women and girls showing a lot of their body, in underwear, in provocative poses, putting a pad into her bra, etc. at family viewing time! My teenage son and husband looked away. It is totally inappropriate for general viewing. And totally unnecessary for a cereal ad!!

The relevant provisions were Code of Ethics - Rule 4, Rule 5; Therapeutic and Health Advertising Code - Principle 1.

The Chair noted the Complainant's concern about female bodies in underwear being shown during family viewing time.

The Chair said the advertisement was not graphic or salacious in nature and displayed natural looking depictions of women with a positive health message.

The Chair said, taking into account generally prevailing community standards and the positive body image message, the advertisement was not likely to cause serious or widespread offence. Therefore, it had been prepared with a high sense of social responsibility and was not in breach of Basic Principle 4 or Rules 4 and 5 of the Code of Ethics or Principle 1 of the Therapeutic and Health Advertising Code.

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

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