

<b>COMPLAINT NUMBER</b>	17/228
<b>COMPLAINANT</b>	C Barnes
<b>ADVERTISER</b>	Sealord NZ
<b>ADVERTISEMENT</b>	Sealord NZ, Television
<b>DATE OF MEETING</b>	18 July 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Sealord NZ Classic Crumb fish fillets television advertisement begins with a girl asking her father “Dad, why do I suck at swimming?” The father is shopping for fish at the supermarket and replies “There’s plenty of good stuff in fish and maybe it will help you swim like one” The father repeats the mantra “Remember be like a fish” and the story arc shows the girl improving at swimming. The advertisement ends with the father also taking swimming lessons and the daughter repeating the line “Be like a fish”

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

**Complainant, C Barnes, said:** The little girls asks why she "sucks" at swimming. This language is not appropriate for young children.

**The relevant provisions were Code of Ethics - Rule 4; Code for Advertising Food - Principle 1.**

**The Acting Chair** noted the Complainant’s concern that the word ‘sucks’ was not appropriate language for a child.

The Acting Chair noted that the word ‘sucks’ was not listed on the Unacceptable Words On Television and Radio list published by the Broadcasting Standards Authority. She said that the word was a common urban slang term.

The Acting Chair said that the overall message of the advertisement was a positive, motivational one. In this context, she said the use of the slang term did not meet the threshold to offend against generally prevailing community standards. The Acting Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and to society.

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

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