

COMPLAINT NUMBER	17/291
COMPLAINANT	L Aplin
ADVERTISER	Wendy's Old Fashioned Hamburgers
ADVERTISEMENT	Wendy's Old Fashioned Hamburgers, Television
DATE OF MEETING	28 August 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Wendy's Baconator range shows a man sitting in a support group saying "Hi everyone, I'm Kane and I'm a bacon addict." The man is clapped and hugged with the voice-over saying "It just got even harder to say no to bacon with Wendy's new Baconator range. Watch the full story online..."

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

Complainant, L Aplin, said: I am writing to complain about the Wendy's Baconator 'Bacon Rehab' commercial which we saw televised at approximately 7.22pm on 22/08/2017 during a Shortland Street ad-break.

I believe that it is completely inappropriate for Wendy's to be 'taking the mickey' out of addiction and the 12 step programmes (Alcoholics Anonymous etc).

I think it is inappropriate for a number of reasons. We are currently, in this day and age, trying to de-stigmatise addiction and mental illness and I believe that this advert (and the other 'Bacon Rehab' ads is very insensitive and, frankly, quite offensive.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.

The Chair noted the Complainant's concern that the advertisement was insensitive and offensive in making light of addiction issues.

The Chair noted that the Advertiser had sought to use light-hearted humour to connect its product with addictive behaviour and could equally be interpreted as destigmatising the issue of addiction and rehabilitation.

While this was offensive to the Complainant, the Chair confirmed that humour and satire were permissible under the Advertising Codes. In the Chair's view the advertisement did not reach the threshold to be considered a breach of the Code of Ethics.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics

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

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