

<b>COMPLAINT NUMBER</b>	17/405
<b>COMPLAINANT</b>	V. Whitfield
<b>ADVERTISER</b>	Flexi Cards Limited
<b>ADVERTISEMENT</b>	Flexi Cards Limited, Television
<b>DATE OF MEETING</b>	13 November 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Q Card and Q Mastercard showed a roast chicken jump off a christmas dinner table and dance around while the voiceover said in part: ... "Make your Xmas more Qmas. Shop now and pay later with Q Card and Q Mastercard..."

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

**Complainant, V. Whitfield, said:** I would like to make a complaint about an advertisement I watched on the television on the morning of 30/10/2017 at 10.50 am. The advertisement was for Q Card and of a Christmas dinner with a cooked turkey or chicken and table full of food, then the chicken/turkey suddenly gets up and starts dancing around the table. This was apparently to advertise that you don't need to worry about the cost of Christmas as Q Card have it covered for you.

I found this advertisement disgusting, as I am a vegetarian. I imagine several other people would be offended/disgusted to see a DEAD chicken dancing around the Christmas table. Although, I get the overall meaning of the advertisement, I do not understand the need for the chicken/turkey to get up and dance. As a result of this, I would like to see the advertisement removed.

The rights of animals are very important to me and important to most New Zealanders as well. These birds do not get treated fairly as it is, I would like to ask, is it then fair to parade it around on the table, as a piece of meat and nothing more. This is morally wrong and you should be ashamed for making this kind of advertisement available.

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

**The Chair** noted the Complainant's concern that viewing a dancing chicken carcass was offensive.

The Chair said the depiction of the chicken dancing on the table was clearly fantastical in nature and was intended to be humorous. While the Chair acknowledged the offence this image caused the Complainant, she said it was unlikely to cause serious or widespread offence to most people.

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 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**