

COMPLAINT NUMBER	18/264
COMPLAINANT	D Houston
ADVERTISER	BurgerFuel
ADVERTISEMENT	BurgerFuel Out of Home
DATE OF MEETING	23 August 2018
OUTCOME	Settled – Advertisement removed

Advertisement: The billboard advertisement for the BurgerFuel Bastard burger showed a photo of the burger with the word “Bastard” and the phrase “A punch in the face with a fistful of flavor” written above it.

The Chair ruled the complaint was Settled.

Complainant, D Houston, said: Burger Fuel billboard with the word ‘Bastard’ across it. This is outside St Mark’s Church School (Preschool to Primary - 2year olds to 13 year olds). We have received complaints from parents about this sign being so close to the school and children passing it twice a day. Two colleges also pass this sign but they are older.

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

The Chair noted the Complainant’s concern that the BurgerFuel advertisement using an expletive had been inappropriately located so close to a primary school.

The Chair acknowledged the Advertiser had removed the advertisement, as the advertising campaign has now ended. The Advertiser said they have no plans to use the artwork in the advertisement again, and it has not been included in next year’s marketing plan.

The Advertiser accepted the location of the advertisement, directly outside a school, was not the best placement. The Advertiser said in future, where any of their advertising content is ‘at all edgy’ they will review where it is located in light of what is located nearby.

Given the Advertiser’s co-operative engagement with the process, the fact the advertisement has been removed, and the Advertiser’s commitment to reviewing the placement of future advertisements, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was settled.

Chair’s Ruling: Complaint **Settled**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.