

COMPLAINT NUMBER	17/352
COMPLAINANT	C Want
ADVERTISER	Fonterra Co-operative Group Ltd
ADVERTISEMENT	Fonterra Co-operative Ltd, Television
DATE OF MEETING	9 October 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Anchor Protein Plus milk showed various people using the Protein Plus products including a man drinking milk from a bottle and a woman eating yoghurt and licking the pot. The voice-over for the advertisement said in part, ...“New Anchor Protein Plus, dairy protein to help you go strong all day long...”

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

Complainant, C Want, said: Object to showing a person drinking milk straight out of the milk bottle that was taken out of the fridge in a possible shared people environment.

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

The Chair noted the Complainant’s concern about the advertisement showing action of someone drinking from a milk bottle.

The Chair referred to a precedent decision, 07/466, which addressed a similar scenario and said in part:

“...Having viewed the advertisement he said that while the practice of drinking out of a bottle was not ideal, it was a small part of the advertisement promoting a product with health benefits. Accordingly, in his view, the action in the context met the due standard of social responsibility required by Basic Principle 4 ...”

The Chair agreed that advertisement before her, while not demonstrating the most ideal hygiene practice, did not meet the threshold to breach the Code of Ethics and overall had been prepared with a due sense of social responsibility.

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

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