

<b>COMPLAINT NUMBER</b>	18/194
<b>COMPLAINANT</b>	M Taylor
<b>ADVERTISER</b>	Foodstuffs NZ
<b>ADVERTISEMENT</b>	Radio
<b>DATE OF MEETING</b>	11 July 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Pak N Save radio advertisement promoting meat week says “Tofu turkey, soybean chicken, coconut bacon, mushroom mince pies. Ah, nice try vegies, but you’ll never beat actual meat...”

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

**Complainant, M Taylor, said:**

I found the Pak n Save ad promoting the meat specials highly offensive to the vegetarian/vegan community.

It contains wording along the lines of:

"Tofu turkey.. coconut bacon? Nice try vegetables. At Pak n Save we sell REAL meat..."

It disrespects products that many people depend on for nutrients, that are more environmentally friendly to produce and consume and that are more ethical to animals.

Whether someone is vegan/vegetarian or not.. these are quality, ethical products that should not be made a mockery of. By mocking the product, Pak n Save are mocking the people who consume them and the good it does for the world to have these products. This is NOT right!!

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Code for People in Advertising - Basic Principle 3, Basic Principle 6;**

**The Chair** acknowledged the Complainant’s concerns that the advertisement is offensive to the vegetarian/vegan community because it makes a mockery of vegan/vegetarian products.

The Chair noted the Advertiser made use of humour in the advertisement, with the voiceover being performed by well-known comedian Paul Ego.

The Chair accepted that some viewers would not find the advertisement humorous but said the humour used in the advertisement promoting ‘meat week’ is acceptable, taking into account generally prevailing community standards, and the portrayal is not likely to cause serious or widespread offence.

Accordingly, the Chair ruled that the level of offensiveness in the advertisement did not reach the threshold required to breach either the Code of Ethics or the Code for People in Advertising.

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

#### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.