

<b>COMPLAINT NUMBER</b>	18/281
<b>COMPLAINANT</b>	B Pyle
<b>ADVERTISER</b>	General Mills New Zealand
<b>ADVERTISEMENT</b>	Old El Paso, Television
<b>DATE OF MEETING</b>	28 August 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Old El Paso television advertisement is in muted colours and shows a man at the head of a formal family dinner table pulling the tablecloth off and saying "Amigos, its time to ditch the dull dinners." The scene becomes full of colour and busy with a family making their own dinner using Stand and Stuff tacos.

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

**Complainant, B Pyle, said:** The Stand'n'Stuff Soft Taco Kit ad opens with a grimacing, angry, threatening man tearing the cloth, dishes and food off the table. It appears to me that had the man been in a home setting he may have been on drugs e.g. methamphetamine. This program is intended for families. Since children and teenagers may be watching, the ad could be very disturbing. If they have a drug abuser in their home, it could be even worse. It doesn't promote community standards of dining together; rather it suggests it could be a violent occasion to be avoided. It promotes violence, undue aggression, and menacing or horrifying elements likely to disturb, and may encourage anti-social behaviour. As a 70-year old I found it VERY disturbing. I'm glad my childhood meal table wasn't like that. This ad should be modified or removed from air.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5, Rule 7;**

**The Chair** noted the Complainant's concern the advertisement showed a threatening character which could promote violence.

The Chair said the advertisement used the actor *Danny Trejo* as the main character, and he is known for playing tough criminals or villains in numerous film roles. She said the advertisement's premise plays on this by having the character speaking in a gruff manner and dramatically ripping the table cloth off the table as he says "it's time to ditch the dull dinners." The Chair said the advertisement relied on humour and at no point did any other person in the advertisement appear concerned with the actions of the lead character.

The Chair acknowledged the genuine concerns of the Complainant, but said the advertisement was unlikely to support or encourage unacceptable violence or cause serious or widespread offence and did not reach the threshold to breach Rules 5 or 7 of the Code of Ethics.

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

**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.