

COMPLAINT NUMBER	19/138
COMPLAINANT	L Armitage
ADVERTISER	The Griffin's Food Company
ADVERTISEMENT	Griffin's Snax Crunches Television
DATE OF MEETING	1 April 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Snax Crunches biscuits shows two parents giving a sex talk to their son, as he is eating from the packet of biscuits. Whenever the parents say anything that goes into detail, the sound of the boy chewing biscuits gets so loud the parents' explanations are obscured.

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

Complainant, L Armitage, said: This ad contains inappropriate innuendos and is morally offensive.

It shows a boy in his late teens, being given a talk by his parents about things that may happen once he's moved out. During this talk he eats Snax Crunches, crunching at just the right time to miss the worst of what his parents are saying.

However, while it may 'crunch' over the worst of the talk, there is still plenty of detail given to make sure that the viewer understands the implied innuendos that are covered by the crunch of the Snax Crunches.

These innuendos are morally offensive, and are inappropriate for general television.

This ad has also been played during the daytime, and is not appropriate for the day time when children may be exposed to it.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c)

The Chair noted the Complainant's concerns the advertisement was morally offensive and inappropriate for television.

The Chair said the advertisement had a GXC rating ("May be broadcast at any time except during programmes which are intended specifically for children under the age of 13"). The Chair noted the Complainant had viewed the advertisement twice, once when it was played during the current affairs programme "Sunday" and once when it was played during The Chase, sometime between 11am and 1pm. The Chair said neither of these viewing times were during programmes which are intended specifically for children under the age of 13.

The Chair considered whether the content of the advertisement contained anything that was indecent or degrading or was likely to cause serious or widespread offense in breach of rule 1(c). She acknowledged that the depiction of parents giving their child a sex talk can be slightly uncomfortable for some people of all ages, but the advertisement did not reach the threshold to breach the rule. This was particularly so because the timing of the crunches in the advertisement is a humorous way of covering up this awkwardness.

The Chair said while offensive to the Complainant, the content and placement of the advertisement did not reach the threshold to cause serious or widespread offence.

The Chair ruled the complaint had no grounds 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.