

COMPLAINT NUMBER	19/180
COMPLAINANT	L Kenny
ADVERTISER	Foodstuffs NZ
ADVERTISEMENT	PAK'nSAVE, Television
DATE OF MEETING	13 May 2019
OUTCOME	No Grounds to Proceed

Advertisement: The PAK'nSAVE television advertisement promotes Meat Week by showing a Carnivore Carnival using characters such as a chop juggler, a beef patty clown and a bearded chicken lady.

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

Complainant, L Kenny, said: I found the Pak n Save advertisement for meat week and its reference to a bearded chicken lady very offensive, It is degrading and inappropriate. A while ago the ASA banned a KFC ad that was actually funny and just a bit of harmless fun. Where these Pak'n Save 'stick man' ads are get more and more offensive. They are in poor taste and are demeaning.

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

The Chair noted the Complainant's concern the advertisement was offensive and degrading by making a reference to a bearded chicken lady.

The Chair said the PAK'nSAVE advertising campaign uses stick figure characters to highlight specials on offer. The context of the advertisement is a historical carnival theme to promote its meat week. The Advertiser attempts to use humour by linking the carnival to the meat products by calling it a "Carnivore Carnival". The advertisement incorporates popular elements of the old-fashioned carnival era including a ring master with top hat, a juggler, a clown and a bearded lady, represented by a chicken drumstick.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the illustrations in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair acknowledged the Complainant's concern but said in this case the threshold to cause serious or widespread offence had not been reached.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.