

COMPLAINT NUMBER	20/118
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Meadow Fresh Milk, Television
DATE OF MEETING	9 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Meadow Fresh milk shows a girl going to the local dairy by herself to buy milk, while her parents wait at home. The parents seem apprehensive and it appears to be the first time their daughter has been allowed to go the dairy by herself. The girl greets the dairy owner, Mr Patel, and purchases the milk. Mr Patel texts confirmation to the parents that the daughter is on her way home.

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

Complaint: The exclusive use of Asian dairy owners severing non asian customers is not reflective of the society in which we live. It also goes so far as to imply that this community is willing to break the law "not for individual sale, just watch me". Being and Australian born & raised Indian I find this and the fonterra ad (Mr Patel ad) highly offensive as the role the Asian community plays in NZ society is far greater than a dairy owner. Portraying the entire community as only convenience store owners is highly demeaning The Surely the Asian community is contributing more than these ads demonstrate

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

The Chair noted the Complainant's concern the advertisement was offensive and demeaning by portraying dairy owners in New Zealand as being exclusively Asian. She also noted the complaint referred to a Fonterra advertisement, however she confirmed the advertisement referenced by the Complainant is the Goodman Fielder Meadow Fresh advertisement.

The Chair said the advertisement depicted a scenario where parents had made a judgement call that their child was old enough and responsible enough to visit the local dairy unsupervised. The Chair said the dairy owner was shown as someone who was engaged with his customers, texting the parents to reassure them the child was safe. The Chair said there was no negative stereotype displayed in the advertisement.

The Chair said the ethnic background of the actor playing the shop owner did not appear to her to be a relevant factor in the advertisement's narrative arc and the advertisement was unlikely to cause serious or widespread offence.

Whilst acknowledging the Complainant's concerns, the Chair said the advertisement had not reached the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

The Chair has issued a separate decision regarding the Complainant's reference to a Contact Energy advertisement.

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 calendar days of receipt of this decision.