

COMPLAINT NUMBER	20/127
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Meadow Fresh Milk, Television
DATE OF MEETING	6 April 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. On her way to the shop the girl picks up a stick and runs it along a fence. A dog barks, which seems to startle the girl. She returns to running the stick along and continues her journey to the dairy.

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

Complaint: The milk advert with Lily going to the dairy to get the milk from Mr Patel on her way Lily teases a dog. I feel this is encouraging other children to do the same running a stick along the fence teasing the dog. The advert was on TV3 today twice around 1.15pm. This isn't good enough. Please look into it as my neighbors children did the same to my dogs as they thought it was okay.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant's concern the advertisement was encouraging the anti-social behaviour of teasing a dog.

The Chair reviewed the advertisement and said the fleeting image of the girl running the stick along the fence was part of the narrative arc of her journey to the dairy on her own for the first time. The Chair noted the girl seemed oblivious to fact there was a dog behind the fence shown by the way she jumps when it barks. Although the girl does continue to run the stick along there is no further barking from the dog which would constitute "teasing."

The Chair said for the advertisement to breach Rule 1(f) of the Advertising Standards Code it would need to be shown to encourage or condone a violent or anti-social behaviour. The Chair ruled the child's action was incidental to the overall message of the advertisement and the consumer takeout of the advertisement was unlikely to be one of condoning the teasing of animals.

The Chair said the advertisement had been prepared with a due sense of social responsibility and did not reach the threshold to breach Principle 1 or Rule 1(f) 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 calendar days of receipt of this decision.