

COMPLAINT NUMBER	20/341
ADVERTISER	Resene
ADVERTISEMENT	Resene, Billboard
DATE OF MEETING	11 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Resene digital billboard advertisement promotes various paint colours. The advertisement shows a pink panel called 'Resene Irresistible' with a picture of a roast chicken, plus a yellow panel called 'Resene Wild Thing' with a picture of a dog. The next panel equals a blue 'Resene Mystery' colour with an image of an eaten chicken bone.. The advertisement ends saying "For colourful results, just add Resene!".

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

Complaint: I am a registered New Zealand Companion Animal Veterinarian.

When I was at Auckland Domestic Airport Terminal on the 2nd of August 2020 at 4.30 pm, I noticed this Resene ad on a digital billboard. The ad suggests that you can and should feed cooked chicken (the roast chicken with Resene Irresistible to a dog (Boxer with Resene Wild Thing resulting in the final photo of the eaten chicken leaving a bone on the plate (Resene Mystery).

I found that is ad breaks the first principle of the advertising standards code, of social responsibility, rule 1(c). The advertisement shows content that is likely to cause harm by using an unhelpful stereotype. This type of comparison normalises feeding dangerous foods to dogs, in this case, roast chicken is well known from both literature and personal experience to cause serious injury and disease. High fats and chicken skins can cause pancreatitis and cooked chicken bones is a very common cause of foreign body requiring serious medical attention (surgery).

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

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

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concern the advertisement is suggesting you can and should feed chicken to dogs, which is a dangerous practice.

The Chair carefully reviewed the advertisement and said the likely consumer takeout of the advertisement was the images illustrated names of paint colours and the dog would find the roast chicken irresistible, if given the opportunity to eat it. The advertisement did not recommend the dog should be fed a cooked chicken.

While the Chair noted the genuine concerns of the Complainant with regard to animal welfare, she said the images in the advertisement were a play on the names of paint colours and not an endorsement of feeding a cooked chicken to dogs. The Chair said in this context the advertisement did not meet the threshold to encourage or condone dangerous, illegal or unsafe practices.

The Chair said the advertisement had been prepared with a due sense of responsibility and there was no apparent breach of Principle 1 or Rule 1(e) 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.