

<b>COMPLAINT NUMBER</b>	20/327
<b>ADVERTISER</b>	Nestle NZL Ltd
<b>ADVERTISEMENT</b>	Milo YouTube & Instagram
<b>DATE OF MEETING</b>	11 August 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Milo advertisement on YouTube and Instagram asks the question “How do you Milo?”. The video advertisement shows a Māori boy and his Dad in a kitchen. The Dad pops open the tin of Milo and make a drink for them both. When he passes the drink to his son, his son says “chur” and the Dad responds “chur” while clinking cups and then slurping the drink. The 15 second advertisement illustrates the length of time Milo has been a drink shared in families by showing the father and son with hairstyles popular in earlier decades and the kitchen background changes from present day to a 70’s style.

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

**Complaint:** I find the way in which the father and son was represented was very racist and insulting to Māori people, given the use of the word Chur and mannerisms shown. Light hearted racism like this is shocking given the current Black Lives Matter movement. Ads like this breed permissive racist culture and are in poor taste. The ad should be removed.

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

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

**Rule 1(c) Decency and Offensiveness:** Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

**The Chair** noted the Complainant’s concerns the advertisement was insulting to Māori.

The Chair said the word “chur” is Kiwi slang. It is generally used as a sign of agreement or appreciation and does not have negative associations. The slurping sound is intended to be humorous and to indicate the enjoyment of both father and son when drinking their Milo.

The Chair acknowledged the genuine concerns of the Complainant but said the advertisement, depicting a scene through the decades illustrated by the changes in fashion and hair styles, was not likely to cause serious or widespread offence.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and it did not reach 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.

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.