

<b>COMPLAINT NUMBER</b>	20/370
<b>ADVERTISER</b>	Goodman Fielder NZL Limited
<b>ADVERTISEMENT</b>	Meadow Fresh, Television
<b>DATE OF MEETING</b>	26 August 2020
<b>OUTCOME</b>	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, who says “Are you getting the Meadow Fresh for Mum today?” Mr Patel texts confirmation to the mother that the daughter is on her way home.

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

**Complaint:** I don't have a copy of the ad but it on YouTube and it's the same ad that was shown on demand on TVNZ on demand

I believe the ad breaches the first principle of social responsibility and in particular rule 1(c) depicting stereotypical roles. Suggesting that the young girl is "buying the milk for mum" rather than for dad or for the family is not necessary for simplification. It's just a reinforcement of stereotypical roles that can be harmfully influential on young girls

**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 concern the advertisement is depicting stereotypical roles for women which could be harmful.

The Chair carefully reviewed the advertisement and said both parents were present when the child is sent off to the shops. She said the fact that the dairy owner is able to text the mother confirmation indicates there is a relationship between the two and this would explain why Mr Patel uses the wording “getting the Meadow Fresh for mum today?”

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether any harmful gender stereotypes had been used in the advertisement and if so, was it likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair acknowledged the genuine concerns of the Complainant but said 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 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.