

COMPLAINT NUMBER	20/021
ADVERTISER	The Griffin's Food Company
ADVERTISEMENT	Toffee Pops, Television
DATE OF MEETING	31 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Peanut Choc Toffee Pops television advertisement shows a plate of toffee pops with two animated biscuits talking to each other. One biscuit says to the other, "I hear you believe in reincarnation". Each time a biscuit is taken from the plate and eaten, the animated face appears on another biscuit and says, "when you are this deliciously peanutty, you sort of have to". The tagline at the end of the advertisement says: "Peanut Choc Toffee Pops, more than a little moreish."

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

Complaint: Thank you that you take the time to read this letter, sent on behalf of many, about the advertising by Griffins recently (late June 2020) referencing reincarnation. This is most distasteful, and if griffins continue, and hope they do not, advertising using the ideas around reincarnation, and its effects and affects.

Please can they remove, never to be repeated, this advertisement on New Zealand television or radio or the forms of social media avenues to promote biscuits made by Griffins.

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 reference to reincarnation was distasteful and the advertisement should be removed.

The Chair said the animated are used to suggest the new toffee pop biscuits are so delicious, people will eat them one after the other. The animated biscuit character refers to a belief in reincarnation to support the idea he will continue to appear on the plate.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said the advertisement did not reach the threshold to cause serious or widespread offence. This is because the reference in the advertisement was a lighthearted comment by an animated biscuit.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.