

<b>COMPLAINT NUMBER</b>	20/373
<b>ADVERTISER</b>	Foodstuffs NZ
<b>ADVERTISEMENT</b>	Pak'n Save Television
<b>DATE OF MEETING</b>	1 September 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The voiceover for the Pak'n Save television advertisement said "Welcome to Pak'n Save Shop-Off, where we go trolley-to-trolley with an unnamed competitor. This is Shannon, she filled her trolley at Pak'n Save Wainoni..."

**The Chair ruled the complaint was Settled.**

**Complaint:** The stickman on the Pak N save ad pronounces Wainoni wrong, completing butchering Te reo. ads like this contribute to racism & mispronunciation of Māori words. We are never going to move forward with respect for Māori when there are ads like this

**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 about the pronunciation of a Māori place name in the advertisement. The Chair said the advertisement is not currently on air and the Advertiser has confirmed it will not be used again. The Chair noted the Advertiser had expressed gratitude to the Complainant for raising this matter and said they will continue to seek to improve their pronunciation of te reo.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

**Chair's Ruling:** Complaint **Settled**

#### **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.