

<b>COMPLAINT NUMBER</b>	20/430
<b>ADVERTISER</b>	The Filter Room
<b>ADVERTISEMENT</b>	The Filter Room, Radio
<b>DATE OF MEETING</b>	21 September 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Filter Room radio advertisement encourages vegans/vegetarians to filter the advertisement from their memory as the speaker talks about the 2 for 1 steak Thursdays and suggests they replace it with a reference to broccoli.

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

**Complaint:** An advertisement for ~The Filter Room in Napier. The ad is discriminatory about vegans and vegetarians during a promotion for a Thursday steak night. I found it offensive and derogatory as it portrayed vegans and vegetarians in a negative way.  
 In breach of Rule 1. Health and well-being. It portrays people who lead a healthy lifestyle (in this case vegans) in a negative way.

**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 discriminatory and derogatory to vegans and vegetarians.

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 acknowledged the Complainant's genuine concern the advertisement presented non-meat eaters in a derogatory way, but said the suggestion that they wipe the steak deal from their memory was an attempt at humour using a play on the Advertiser's name "Filter" in the advertisement. The Chair said this did not meet the threshold to be likely to cause serious or widespread offence for most consumers.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said 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.