

COMPLAINT NUMBER	20/517
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Freya's, Facebook
DATE OF MEETING	7 December 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Freya's Facebook advertisement shows a baker handmaking loaves of bread. When the bread comes out of the oven it is placed alongside a loaf of Freya's bread in its packaging. The advertisement ends with the tagline "A taste of Europe."

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

Complaint: I keep getting shown this ad on Facebook from Freyas. It makes it look like they make their bread by hand and bale it in botique ovens. They put the handmade bread right next to the Freyas packet. This is really misleading!

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant's concern the advertisement was misleading to imply the commercial bread is handmade in boutique ovens.

The Chair said the likely consumer takeout of the advertisement is the Advertiser is showing its product as similar to those that use traditional European bread recipes. The Chair said it was unlikely consumers would be misled into thinking a commercial bread product was being made by hand. The Chair said the imagery used in the advertisement was illustrative and noted that no explicit claims were made in the advertisement about how Freya's bread was produced.

The Chair said the advertisement did not reach the threshold to breach Principle 2 or Rule 2(b) 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.