

COMPLAINT NUMBER	21/083
ADVERTISER	Coca-Cola Amatil New Zealand Ltd
ADVERTISEMENT	Keri Juice, Television
DATE OF MEETING	1 March 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Keri Juice shows children preparing and delivering breakfast in bed for their parents. The children make toast which appears burnt served with orange juice. The voiceover includes the tagline: “When breakfast's not ideal, the taste of Keri seals the deal.”

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

Complaint: The ad features a Polynesian family and is advertising drinking bottles fruit juice for breakfast if they don't have money for a proper breakfast. This juice is loaded with sugar and is a terrible choice for this family who are at a higher risk of diabetes from a high sugar diet

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(h);

ADVERTISING STANDARDS CODE

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(h) Health and well-being: Advertisements must not undermine the health and well-being of individuals.

The Chair noted the Complainant was concerned the advertisement promoted an unhealthy choice of beverage for breakfast.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be the children had cooked an inedible breakfast for their parents with burnt toast. For the parents, the only positive aspect of the breakfast was the glass of orange juice.

The Chair noted the advertisement showed the parents being given a small glass of juice each. She said the advertisement did not condone or encourage excessive consumption or show a quantity of beverage that exceeds the portion size that would be appropriate for consumption by the people depicted in the advertisement.

The Chair said the advertisement did not undermine the health and wellbeing of individuals and had been prepared with a due sense of social responsibility.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(h) of the Advertising Standards Code.

The Chair said 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.