

<b>COMPLAINT NUMBER</b>	21/221
<b>ADVERTISER</b>	The Griffin's Food Company
<b>ADVERTISEMENT</b>	Eta Ripples, Television
<b>DATE OF MEETING</b>	31 May 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Eta Ripples chips shows a man and a woman on the beach with a bag of Ripples chips. The man skims a rock into the sea and the woman responds with "Nice". and shares the bag. A hiker appears and throws a larger rock into the sea. She also says "Nice" and helps herself to a chip. A man with a large log appears behind them, throws a large log, yells "Nice" and reaches his hand out for a chip. Lastly, the advertisement shows two men fishing. One of them yells "Nice!" and throws his companion into the sea and yells "Can I have a chip?". The advertisement ends with the text "Free friends with every pack".

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

**Complaint:** TV3 aired an advert about potatoes chips. During that ad, what looks like a Maori gentleman throws a Caucasian gentleman into the sea. I view this as racist as if it was the reverse you can imagine the response. If it was a same race situation, then no problem. I contacted TV3 and their response was that they are not responsible for the the content of ads. I find this difficult to believe

**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 was concerned the advertisement was racist to show a person of one ethnicity throwing a person of another ethnicity into the sea.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was that people will go to ridiculous lengths to obtain Ripples chips.

The Chair said in her view the ethnicity of the men in the boat was incidental to the takeout of the advertisement.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the scenario shown, in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said the advertisement was clearly hyperbolic with each actor "making ripples". The actions of the man in the boat were not intended to show malice, but rather were emulating the actions necessary to secure Ripples

chips. The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair said the advertisement 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 complaints 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.