

COMPLAINT NUMBER	21/367
ADVERTISER	The Griffin's Food Company
ADVERTISEMENT	ETA Ripples, Television
DATE OF MEETING	30 August 2021
OUTCOME	No Grounds to Proceed

Advertisement: The 30 second television advertisement for ETA Ripples chips shows a man and a woman beside a lake. The man skims a stone into the water. The woman comments, "nice", and offers him a chip. The camera pans out and shows a hiker next to the two people. The hiker throws a stone into the water, says "nice", and reaches for a chip. Two men on a boat are shown, before the larger of the two men throws the other into the water and calls out, "Nice... can I have a chip?". The advertisement ends with a large image of the product and a jingle, "free friends with every pack".

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

Complaint: The advertisement showed someone on a beach with a packet of ETA Ripples. A person was. Given a chip. A man nearby in a dinghy shouted "Can I have a chip" and suddenly threw another person in the dinghy overboard. This is an example of idiocy. (Larrikin-type behaviour), exacerbated by drama). I am concerned that this scene will become implanted in the minds of others. We have a high drowning rate in NZ. Children learn by copying what they see adults do. We do not need to promote clowning around in boats. As well, there is an uneasy feeling that the large man (perpetrator) is clever. Might is right. Bullying.

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

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

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant was concerned the advertisement showed the unsafe practice of throwing someone out of a boat which could be seen as bullying.

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

While noting the genuine concerns of the Complainant, the Chair said the hyperbolic nature of the advertisement made the message a farcical one rather than one likely to be emulated.

The Chair said the advertisement was unlikely to be interpreted by consumers as condoning an unsafe practice or bullying behaviour.

The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to encourage or condone an unsafe practice or anti-social behaviour.

The Chair said the advertisement was not in breach of Principle 1 or Rules 1(e) and 1(f) 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. Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.