

<b>COMPLAINT NUMBER</b>	21/436
<b>ADVERTISER</b>	Hello Fresh
<b>ADVERTISEMENT</b>	Hello Fresh Addressed Email
<b>DATE OF MEETING</b>	13 September 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** An email from Hello Fresh, addressed to the complainant, said "Your friend [...] shared their special HelloFresh discount with you, how nice is that? Order now to get \$50 off your first box, then also get \$20 off your next two orders. Don't let them down, order a box of delicious recipes and fresh ingredients now, with up to \$90 off!".

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

**Complaint:** I find this ad offensive because it trying to get me to sign up for something I do not want by implying that my friend would be disappointed if I did not purchase Hello Fresh food. My friend leaves my purchasing decisions up to me. The ad is trying to make me feel guilty. I fear that some other people may be sucked in by the emotive language.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(g);**

**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.

**Rule 1(g) Fear and distress:** Advertisements must not cause fear or distress without justification.

**The Chair** noted the Complainant's concerns the advertisement was pressuring consumers to purchase something they didn't want.

The Chair noted that the option to refer a friend to HelloFresh means the friend can get \$40 off their first box of HelloFresh and the original customer receives a \$20 credit.

The Chair said this referral scheme is a means of encouraging new customers to HelloFresh. The Chair said the friend who receives the referral can make a choice about whether or not they wish to purchase HelloFresh, and the text in the advertisement did not amount to undue pressure to purchase.

The Chair said the advertisement was socially responsible and did not reach the threshold to cause fear or distress or undermine the health and well-being of individuals.

The Chair said the advertisement was not in breach of Principle 1, Rule 1(c) or Rule 1(g) 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 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.