

<b>COMPLAINT NUMBER</b>	18/185
<b>COMPLAINANT</b>	N. Neame
<b>ADVERTISER</b>	BurgerFuel
<b>ADVERTISEMENT</b>	BurgerFuel, Digital Marketing
<b>DATE OF MEETING</b>	19 June 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Burger Fuel advertisement on Instagram said, in part: VALDIMIR POUTINE IS BACK! For a limited time only, this winter we're fanging fresh cheese curds, tasty bacon bits, rich gravy and shredded Parmesan all over our delicious Spud Fries. How good?" The advertisement included a picture of the Poutine product.

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

**Complainant, N. Neame, said:** "Vladimir Putin is a pretty evil and awful human being. Making money from his name is awful to! I don't need to write a list of his war crimes here but this is just in bad taste! Pun intended!"

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5;**

**The Chair** noted the Complainant was offended by the reference to Vladimir Putin and it was bad taste to use the Russian Prime Minister in the Burger Fuel advertisement.

The Chair said that the satiric portrayal of Vladimir Putin was intended to evoke humor within the context of Burger Fuel's brand. The Chair said the advertisement employed comedic hyperbole with the play on words with Putin's last name and the Poutine dish which are Canadian style fries. As such, the Chair said that the reference to Vladimir Putin was saved by the provision for humor.

The Chair said the Complaints Board did not have jurisdiction to require a company to change the name of its product or brand but noted there may be circumstances when the name of a product or a company created an issue when used in advertising.

However, the Chair said the satirical reference in the advertisement was unlikely to offend the majority of viewers, she said that the advertisement had been prepared with a due sense of social responsibility, and the reference did not reach the threshold to breach Basic Principle 4 of the Code of Ethics or Rules 4 or 5 of the Code of Ethics.

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 via email or letter within 14 days of receipt of this decision.