

COMPLAINT NUMBER	18/211
COMPLAINANT	K Stuart
ADVERTISER	Kelloggs NZ
ADVERTISEMENT	Nutri-Grain, Television
DATE OF MEETING	11 July 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Nutri-Grain To Go protein squeezes shows a cyclist eating a squeeze pouch and dropping the packet into his bag before taking off down the mountain on his bike.

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

Complainant, K Stuart, said: Nutrigrain ad shows guy on mountain bike drink the Nutrigrain drink and then throw the empty container in the ground and ride away. Absolutely disgusting littering behaviour is being encouraged by this ad.

The relevant provisions were Code for Advertising Food - Principle 1;

The Chair noted the Complainant's concern the advertisement was encouraging littering by showing a product being discarded onto the ground.

The Chair confirmed that when reviewing the advertisement, it was clear the cyclist had an open bag on the ground and the product packaging was dropped into it, rather than onto the ground.

Therefore, the Chair said there was no littering depicted in the advertisement and it had been prepared with a due sense of social responsibility to consumers and to society in accordance with Principle 1 of the Code for Advertising Food.

Accordingly, 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.