

COMPLAINT NUMBER	18/409
COMPLAINANT	M Bartlett & 8 others
ADVERTISER	Burger King New Zealand
ADVERTISEMENT	Burger King New Zealand Television
DATE OF MEETING	7 December 2018
OUTCOME	Settled

Advertisement: The television advertisement for Burger King showed a group of people BBQing sausages inside their camper van. A disclaimer is written along the bottom of the advertisement “Never BBQ in a vehicle, it is stupid and impairs your ability to be alive”. The voiceover for the advertisement said: “You can’t BBQ everywhere this summer, but you can BK BBQ”. At the end of the advertisement the people are eating BK burgers on the beach.

The Chair ruled the complaint was Settled.

Complainant, M Bartlett, said: I strongly think that this advertisement is not compliant with the code as it includes three individuals cooking on a bbq inside a closed vehicle that is full of smoke and thus depicts incredibly unsafe behavior. While the advertisement does include a brief warning in small white text that viewers should never cook inside a car, the ad does not convey the seriousness of the life threatening risk from carbon monoxide poisoning. Those in the smoke filled car would certainly have needed treatment at hospital rather than suffering no consequences from their unsafe behavior as depicted in the ad.

The relevant provisions were ASC Principles and Rules - Principle 1, Rule 1(e).

The Chair noted the Complainants’ concerns the advertisement depicted unsafe behaviour which is potentially life threatening.

The Chair acknowledged the Advertiser had made changes to the television advertisement and added a clearer safety message.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair’s Ruling: Complaint **Settled**

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.