

COMPLAINT NUMBER	19/136
COMPLAINANT	R Ross
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Meadow Fresh, Television
DATE OF MEETING	1 April 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Meadow Fresh television advertisement shows a girl going to the local dairy by herself to buy milk while her parents wait at home. The parents seem apprehensive and it appears to be the first time their daughter has been allowed to go the dairy by herself. Having bought the milk, the child crosses at a pedestrian crossing to return home and while watching her, the dairy owner texts the parents to confirm she has made the purchase and is on her way home.

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

Complainant, R Ross, said: Meadow fresh ad..... showing it's ok to send a child to the shop alone an unaware of what could be lurking around the corner or aware of the surroundings.

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

The Chair noted the Complainant's concern the advertisement showed an unsafe practice of a child walking alone to a local dairy.

The Chair said the advertisement depicted a scenario where parents had made a judgement call that their child was old enough and responsible enough to visit the local dairy unsupervised. The advertisement showed the dairy owner and the parents had each other's phone numbers and a text is sent when the purchase is made and the child is returning home. The Chair said the advertisement showed a small window of time for the trip to the dairy and back.

The Chair noted the child demonstrated good road safety practices when she reached the pedestrian crossing, given that statistically, crossing the road would account for the most dangerous part of the child's journey.

While the Chair noted the Complainant's genuine concern about the safety of the girl embarking on an unsupervised visit to the local dairy, she said the advertisement demonstrated the parent's reaction to the rite of passage of a child seeking independence and being allowed to visit the dairy on her own for the first time. The Chair said this carefully controlled scenario was not likely to encourage or condone a dangerous practice or a disregard for safety. The Chair said the advertisement had not reached the threshold to breach Principle 1 or Rule 1(e) of the Advertising Standards Code.

Therefore, 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.