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| <b>COMPLAINT NUMBER</b> | 19/144                       |
| <b>COMPLAINANT</b>      | H Stout                      |
| <b>ADVERTISER</b>       | Goodman Fielder NZL Limited  |
| <b>ADVERTISEMENT</b>    | Meadow Fresh Milk Television |
| <b>DATE OF MEETING</b>  | 1 April 2019                 |
| <b>OUTCOME</b>          | No Grounds to Proceed        |

**Advertisement:** The television advertisement for Meadow Fresh milk 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. When the girl returns home with the milk, she is welcomed by both her parents, and her father gives her a big hug.

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

**Complainant, H Stout, said:** My Concern with the meadow fresh milk ad is at the very end when the dad grabs the daughter and hugs her close and tries to put her on his knee, It seems to be a inappropriate type of hug a high five would be more appropriate maybe

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

**The Chair** noted the Complainant's concerns the father in the advertisement hugged his daughter inappropriately after she returned from walking unaccompanied to the dairy.

The Chair said the girl's father is hugely relieved his daughter has returned home safely, and the hug is his way of expressing that. The Chair said this reaction could be viewed as reasonable, given the circumstances.

The Chair said the advertisement didn't reach the threshold to cause harm or serious or widespread offence.

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.