

COMPLAINT NUMBER	19/159
COMPLAINANTS	A Calvert and K Emery
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Meadow Fresh, Television
DATE OF MEETING	15 April 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Meadow Fresh television advertisement shows a 10 year old girl going to the local dairy by herself to buy milk while her parents wait at home. The mother hands the girl a note wrapped around a card. The parents seem apprehensive and it appears to be the first time their daughter has been allowed to go the dairy by herself. The dairy owner is seen processing the purchase. 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, A Calvert, said: Why are meadowfresh promoting a child taking a parents eftpos card to a dairy ? It is against all banks terms which the holder signs to disclose your PIN number to anyone . Children under 15 are not able to be issued a eftpos card . Very bad example

Complainant K Emery, said: This ad I think you see a young girl going to the shop by herself with her mums eftpos card....(really)We try protect our children the child is no more than 7 why would you let any child walk by themselves anywhere especially a girl... we all no that this can change in a blink of an eye.. the other problem I have is she has her mums eftpos card isn't this illegal... the mother would have her accounts closed for doing this and but yet meadow fresh are promoting this is ok!!! Where does this at all promote milk until she runs in the house with a bottle of milk... I guess least it was an Ad with a crew as she may not of made it home. I really hope that parents do not think that this is ok IT IS NOT!!!

The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 2(b);

The Chair noted K. Emery's concern about the girl going to the shop by herself. The Chair said the carefully controlled scenario depicted 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. This issue had recently been ruled No Grounds to proceed in a Chair's ruling 19/136. That ruling applied to this part of K. Emery's complaint.

The Chair acknowledged both Complainants' genuine concerns the advertisement suggests a child uses a parent's bank card to purchase the milk. The Chair agreed this was not ideal taking into account bank terms and conditions on card usage. The Chair said the advertisement showed the parents had given the child the card to buy the milk and had therefore chosen to take the risk regarding the card's usage.

The Chair said the fleeting images relating to payment were not the focal point of the advertisement for most consumers and did not reach the threshold to breach Principle 1, Principle 2 or Rule 2(b) of the Advertising Standards Code.

Therefore, the Chair ruled there were no grounds for the complaints to proceed.

Chair's Ruling: Complaints **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.