

COMPLAINT NUMBER	19/176
COMPLAINANT	W Appelbe
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Vogel's, Out of Home
DATE OF MEETING	13 May 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Goodman Fielder billboard advertisement for Vogel's bread says; "Ideal for vegans. Including the ones who love bacon."

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

Complainant, W Appelbe, said: Vogels have a billboard near the Waltham Street overbridge in Christchurch, which is advertising a soy & linseed loaf of bread.

It contains the words "ideal for vegans, including the ones who love bacon"

This billboard breaks Rule 1 (c) Decency and Offensiveness, which states the grounds for offense can include ethical beliefs. Vegans don't eat bacon, often for ethical reasons, and this billboard is being intentionally offensive to attract attention and promote the sale of Vogel's products.

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

The Chair noted the Complainant's concern the Vogel's advertisement is intentionally offensive to Vegans.

The Chair acknowledged the bacon reference in the advertisement could be offensive to Vegan consumers. The Chair considered the Advertiser's attempt at humour was likely to be aimed at those who wanted a healthier diet, but hadn't necessarily adopted a vegan lifestyle.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the wording in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair acknowledged advertisement was offensive to the Complainant but said the threshold to cause serious or widespread offence had not been reached by this advertisement.

The Chair said the advertisement had been prepared with a due sense of social responsibility and said it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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.