

COMPLAINT NUMBER	20/213
ADVERTISER	Tasti Products Limited
ADVERTISEMENT	Tasti Products Limited Television
DATE OF MEETING	2 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Tasti Museli Bars is a cartoon animation set to the tune of the song "How Bizarre". It features New Zealand icons, kiwiana cliches and scenes from New Zealand. A green hei-tiki is shown driving Manu the doll and Opo the dolphin through the New Zealand countryside in an open-top corrugated iron vehicle like those designed by artist Geoff Thompson. In one shot the car comes round a corner and runs over a possum which is standing in the middle of the road, about to eat a chocolate fish smeared in tomato sauce.

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

Complaint: I do not believe that is responsible or decent to suggest to people that running over a possum is needed to advertise a food stuff. I find this extremely disturbing and completely irresponsible. This will encourage people to run down any animal which may be unfortunate to find itself on the road. This is socially unacceptable and I would like you to remove the advert.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concerns the advertisement was socially irresponsible.

The Chair said the advertisement portrayed scenes from New Zealand life and culture in a humorous and at times fantastical way.

The Chair noted that possums are regarded as a pest species in New Zealand as they are a threat to our forests and native wildlife. The Chair said while she can understand the scene where the possum gets run over might be upsetting to some people it did appear to be an accident and was not done deliberately. The Chair said most consumers would prefer to avoid finding themselves in this situation and this depiction would not encourage them to deliberately run down animals on the road.

The Chair said the advertisement did not encourage or condone a dangerous or unsafe practice and had been prepared with a due sense of social responsibility. The Chair said the advertisement was not in breach of Principle 1 or Rule 1(e) 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 calendar days of receipt of this decision.