

COMPLAINT NUMBER	20/207
ADVERTISER	Arnott's New Zealand Limited
ADVERTISEMENT	Arnott's New Zealand Television
DATE OF MEETING	15 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Arnotts television advertisement promoting Mozzarella & Basil Bruchetta cracker crisps asks the viewer which flavour of their cracker chips would they prefer, the Hickory Ribs with Sticky Glaze or the Mozzarella & Basil Bruchetta.

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

Complaint: The advertisement is for new flavoured crackers. Bruschetta is pronounced incorrectly as Brushetta... ch in Italian in this case is a hard K sound.

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

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

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant's concerns about the way the word "bruschetta" was pronounced in the advertisement.

The Chair agreed with the Complainant that the word "bruschetta" is not pronounced using the original Italian pronunciation but instead using the English pronunciation.

The Chair said this use of the word "bruschetta" is an example of a word crossing from another language, Italian, into everyday English. The Chair said the English pronunciation of this word, in the New Zealand context, did not reach the threshold to be regarded as offensive or socially irresponsible.

The Chair ruled that the advertisement did not reach the threshold required to breach 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 calendar days of receipt of this decision.