

COMPLAINT NUMBER	20/228
ADVERTISER	Griffin's Food Company
ADVERTISEMENT	Snax Crunches, Television
DATE OF MEETING	15 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Griffins television advertisement promotes Snax Crunches crackers. The advertisement shows parents sitting down with their son to talk about sex education. Each time the parents mention something explicit their son eats a cracker which produces a loud crunching sound that blocks out the conversation.

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

Complaint: The parents have a delicate item to discuss with their child. Child completely ignores them by eating his snax. This is very inappropriate and disrespectful. The boy needs to be shown manners. Now the add is telling us it is ok not to listen to your parents. I have seen the add before over the last weeks and are getting more and more annoyed, hence my complained.

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 the advertisement showed a child disrespecting his parents by not listening when he is being spoken to.

The Chair said the likely consumer takeout of the advertisement is the teenager was using the sound of the Snax Crunches to drown out the embarrassing conversation his parents were attempting to have about sex education.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the use of the images in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair said that despite the Complainant's objection to the advertisement, the light-hearted message about the awkwardness of parents discussing sex education with their child did not reach the threshold to cause serious or widespread offence.

The Chair said the advertisement 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 calendar days of receipt of this decision.