

COMPLAINT NUMBER	21/074
ADVERTISER	Silver Fern Farms
ADVERTISEMENT	Silver Fern Farms Television
DATE OF MEETING	3 March 2021
OUTCOME	Settled

Advertisement: The Silver Fern Farms television advertisement shows a woman hesitate to answer the phone, after she's been told by the Police that her husband is missing. The reason she hesitates is because she is about to take a bite of her hamburger, which contains a Silver Fern Farms meat pattie.

The Chair ruled the complaint was Settled.

There were four complaints about this advertisement.

The Complainants were concerned it was poor taste and insensitive to use a story about someone going missing to advertise a product.

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

The Chair noted the Complainants' concerns the advertisement contained material that might cause offence. The Chair acknowledged the Advertiser had made changes to the advertisement, after receiving the complaints, removing references which were of concern.

Given the Advertiser's cooperative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled**

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.