

COMPLAINT NUMBER	21/093
ADVERTISER	Foodstuffs NZ
ADVERTISEMENT	PAKn'SAVE, Radio
DATE OF MEETING	8 March 2021
OUTCOME	No Grounds to Proceed

Advertisement: The PAK'nSAVE radio advertisement promotes Meat Week by showing a Carnivore Carnival using characters such as a chop juggler, a beef patty clown and a bearded chicken lady.

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

Complaint: I'd like to submit a complaint about Pak n Save's recent meat week promotional advertising. I found the association of animals with the fair/circus type event a bit concerning. I felt that this glorified the historic abuse of animals used in circus/fair type events for the express purpose of selling their meats.

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.

In considering this matter the Chair referred to precedent Decision 19/180, which was ruled No Grounds to Proceed. The Chair said that decision concerned the television version of the same PAK'nSAVE advertisement and said in part:

...“The Chair said the PAK'nSAVE advertising campaign uses stick figure characters to highlight specials on offer. The context of the advertisement is a historical carnival theme to promote its meat week. The Advertiser attempts to use humour by linking the carnival to the meat products by calling it a “Carnivore Carnival”. The advertisement incorporates popular elements of the old-fashioned carnival era including a ring master with top hat, a juggler, a clown and a bearded lady, represented by a chicken drumstick...”

Turning to the complaint before her, the Chair noted Rule 1(c) of the Advertising Standards Code required her to consider whether the use of the carnival theme to promote the sale of meat in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair acknowledged the Complainant's concern but said in this case the threshold to cause serious or widespread offence had not been reached.

The Chair said the advertisement had been prepared with the due sense of social responsibility required 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 calendar days of receipt of this decision.