

COMPLAINT NUMBER	21/120
ADVERTISER	Foodstuffs NZ
ADVERTISEMENT	New World, Television
DATE OF MEETING	15 March 2021
OUTCOME	No Grounds to Proceed

Advertisement: The New World television advertisement features Toni Street demonstrating how to make a Chicken Caesar Pasta Salad. During the advertisement, she states that "the kids will love it, the husband will love it."

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

Complaint: Date of the broadcast: 1.3.21 (and many times previously) time of the broadcast: approx 6.35 pm TVNZ (One) Toni Street has a commentary whilst advertising for New World. part of the dialogue "Kids will love it, husband will love it." There are many different family dynamics that make up a nuclear family. I find it really offensive every time I hear this add and she says "husband will love it". I realise that she could say grandma will like it, kids will like it.... butt this advert is very suggestive that Toni is cooking for an average family when she states "kids will love it husband will love it" This should certainly not be so 1985 guys. We can do better - " kids will love it, adults will love it" etc is just so much less offensive and jarring. In all fairness, Ms Street should know better, New World definitely doesn't know better, TVOne however - well you are a woke, modern brand which is well respected so you should definitely know better.

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 was concerned the advertisement was offensive to portray a limited example of a nuclear family.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was that Toni Street, a New Zealand television and radio presenter was discussing her family dynamic, rather than being representative of any wider ideal of what a family should look like. The Chair said the Advertiser had chosen to use a well-known person to tell her story about her family's meal preferences.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the portrayal of a well-known media personality showcasing her family dynamic 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.