

COMPLAINT NUMBER	21/085
ADVERTISER	Kellogg NZ
ADVERTISEMENT	Coco Pops, Television
DATE OF MEETING	25 March 2021
OUTCOME	Settled – advertisement amended

Advertisement: The Kellogg's television advertisement promoting Coco Pops shows a kitchen with two children racing in to serve breakfast. Having put Coco Pops into their bowls they realise they are out of milk and bike to the shop to buy more. The advertisement show the children riding along the footpath and disguarding their bikes outside the shop. The children return home to find their father has already bought milk and is eating a bowl of Coco Pops.

The Chair ruled the complaints was Settled

Complaint 1: Following from the complaint upheld regarding the Meadow Fresh ad showing a young girl riding a bike on the footpath, the Kelloggs Coco Pop ad shows the same thing where the kids race to the dairy to get milk. Therefore promoting illegal use of a bicycle.

Complaint 2: You have recently banned from television a milk ad that shows a young girl biking on the footpath for 3 metres due to “condoning an illegal practice”. The ad, for Meadow Fresh Calci Original milk, showed a girl going to the dairy to buy milk, then briefly riding her bike on the footpath.

There is another ad on TV for Kelloggs Coco Pops that shows 2 children also going to the dairy for milk, and they are riding their bikes on the footpath. The ad is called Kelloggs "The Race".

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

The Chair noted the Complainants were concerned the advertisement showed the illegal practice of riding bikes on the footpath.

The Chair accepted the complaints to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaints the Advertiser acknowledged the discussion occurring in New Zealand about a proposed change in law regarding the riding of bikes on footpaths. In light of this ongoing discussion, the Advertiser has offered to remove the scene of the children riding on the path.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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: Complaints **Settled- advertisement amended****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.