

COMPLAINT NUMBER	21/195
ADVERTISER	Goodman Fielder NZL Limited
ADVERTISEMENT	Freya's Bread Television
DATE OF MEETING	20 April 2021
OUTCOME	No Grounds to Proceed

Advertisement: The presenter for the television advertisement for Freya's Bread is shown in a bakery, talking about the ingredients for bread. He says: "It's amazing where these ingredients can take you". Scenes from a range of European countries are then featured. A couple is shown riding on a motorbike through the Italian countryside. At one point the female pillion passenger briefly places her hands over the male driver's eyes. The man shakes his head, laughing, and brushes her hands away.

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

Complaint: Freya Bread Advertisement.

Shows as part of a fun loving courtship it is funny, lovely and part of courtship for female passenger on a motor bike to put their hands over the eyes of the driver. Driver laughs this off, and it is so much fun for everyone.

Foolish dangerous driving on a motor bike should not be promoted as a fun way for a courting couple or for friends to behave.
Adds nothing to the product.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concern the advertisement promoted dangerous driving.

The Chair considered the context for the scene, which is part of an advertisement promoting Freya's Bread. The Chair said the advertisement was illustrating how eating Freya's Bread can 'transport' the consumer to different parts of Europe.

The Chair said the scene with the couple on the motorbike was very brief and it wasn't material to the consumer takeout of the advertisement. The Chair said the couple were sharing a playful moment together and the driver's attention to the road ahead was only very briefly interrupted.

The Chair said taking into account the context of the whole advertisement, this short scene did not meet the threshold to encourage a disregard for safety and was not in breach of Principle 1 or Rule 1(e) 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.