

COMPLAINT NUMBER	21/313
ADVERTISER	Masterpet
ADVERTISEMENT	Black Hawk, Television
DATE OF MEETING	14 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Black Hawk Pet Food shows a series of people cuddling/close with their respective pets. The voiceover says, "Nothing fake, nothing artificial, nothing but real, we know what's in their hearts but do we know what's in their food." The advertisement shows a table full with vegetables, fish and various other fresh ingredients with the voiceover saying "Black Hawk every ingredient matters".

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

Complaint: Time is approximate.

Advertiser's slogan (voice over and banner on screen) is "Every Ingredient Matters'. follows closely on product name (voice and screen) "Black Hawke Dog(?) food.

Whether it is tongue in cheek, trying to be funny or slyly looking for subliminal recall by referring to a topical subject;

It is inappropriate, given that the words 'black' and 'matter' are associated with the 'Black lives Matter' movement.

By using the words in the context of Dog Food it trivialises a serious and unfunny subject. Of course they may say they had the slogan before the Black Lives Matter movement and Slogan.

They would need to prove they actually used their slogan in advertising with published copy or an old TV commercial, obviously.

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 trivialised the Black Lives Matter movement.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was the Black Hawk pet food brand takes pride in the natural ingredients used in their premium pet food products. The Chair said it was unlikely most consumers would link the "every ingredient matters" slogan and the brand name Black Hawk with the Black Lives Matter movement.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of the word combination in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said the average consumer would find the combination of words used in this advertisement to be coincidental.

While acknowledging the genuine concerns of the Complainant, the Chair said the advertisement did not reach the threshold to breach 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.