

COMPLAINT NUMBER	21/331
ADVERTISER	Hello Fresh
ADVERTISEMENT	Hello Fresh Television
DATE OF MEETING	21 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Hello Fresh television advertisement shows different scenarios, including one where a woman is shown looking at her watch and then throwing her half-eaten sandwich into the bin. The voiceover says "Dinner, a constant struggle, wasting time buying food you don't need, life getting in the way of eating well, unable to satisfy your picky eater, stuck in a rut of the same recipes over and over again... With Hello Fresh - dinner is simple, quality fresh ingredients, step by step recipes and delicious meals that everyone enjoys". The advertisement then shows a family making and preparing their own Hello Fresh meal and then eating it together at the table.

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

Complaint: In this advertisement a lady is seen eating food and realized that she is late then proceeds to throw the food in the bin. In this day and age I feel that this is very inappropriate because we have child poverty in New Zealand and also in many countries around the world. I am quite frankly surprised that it was allowed in the first place.

As an immigrant to NZ from a country with a high rate of poverty I feel that this seen from the advertisement should be removed.

Thank you for your time and I hope that this will somehow shine light on my complaint and maybe the advertisers can rethink their ad.

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's concern that the advertisement showed someone throwing food away.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the image of a woman throwing her half-eaten sandwich away, in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers. The Chair said the advertisement encourages consumers to purchase and prepare Hello Fresh meals. Part of the reason for doing this is to help ensure that consumers don't buy food they don't need, in order to avoid waste.

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.