

<b>COMPLAINT NUMBER</b>	21/394
<b>ADVERTISER</b>	Foodstuffs NZ
<b>ADVERTISEMENT</b>	Pak'nSave Television
<b>DATE OF MEETING</b>	27 July 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Pak'nSave television advertisement promoted a week-long special on meat and seafood products. The advertisement was staged as a marital union between a beef steak and a salmon, and played on the language and customs from a traditional wedding ceremony. The Pak'nSave stick man acted as the celebrant, bringing the two together in "blissful meattrimony".

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

**Complaint:** This advertisement uses the wording of the Marriage Service from the New Zealand Prayer Book. As this is a sacred liturgy, its use in marketing is extremely offensive. It makes a mockery of a serious commitment made between people at an important time in their lives, and to use it as a way of promoting foodstuffs is mindless vulgarity. Please have it removed.

**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.

**Guidelines**

Humorous, satirical treatment of people and groups of people are natural and accepted features of societal relationships and may be acceptable, provided they are not likely to cause harm or serious or widespread offence.

**The Chair** noted the Complainant's concern the advertisement was offensive.

The Chair referred to a precedent decision, 18/376, which she said was relevant to the complaint presently before her. In that decision the Complainant was concerned about three television advertisements for The Rock radio station, one set in a church with a choir and two in a confessional booth. The advertisements conclude with the tagline "Rock is our religion". In the decision the Chair said most people would accept the light-hearted nature of the advertisement and the portrayal of the church scenes in the advertisement were not likely to cause serious or widespread offence.

Turning to the complaint presently before her the Chair said Rule 1(c) of the Advertising Standards Code required her to consider whether the parody of the traditional wedding ceremony, to promote the sale of meat and seafood products, was likely to cause serious or

widespread offence, in light of generally prevailing community standards. The Chair noted the advertisement was a humorous take on a wedding ceremony, by using phrases such as “blissful meatrimony”. The Chair said 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 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.