

COMPLAINT NUMBER	21/488
ADVERTISER	Fonterra Co-operative Group Ltd
ADVERTISEMENT	Anchor Television
DATE OF MEETING	27 September 2021
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Anchor begins with an Indian boy telling his mother that his class have a shared lunch tomorrow. The mother suggests making kalakand and the boy replies, "what if my class thinks it's weird?". His mother tells him not to worry and to "grab the Anchor". The boy and his mother are shown cooking together. The advertisement then jumps to the shared lunch. The other children each take a piece of the kalakand and comment "mmm, that's yum". The advertisement finishes by showing the Anchor blue milk product next to the Anchor logo and slogan, "a taste of home".

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

Complaint: Anchor TV ad of an Indian family where the kid is given a strong accent to fit in with stereotypes is clearly racist indirectly, but still racist.

The mother has a neutral accent but the child has a strong Indian accent?

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 the advertisement was racist.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of two different Indian accents, 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 was promoting the use of Anchor milk by showing an Indian mother and son cooking an Indian dish, which uses milk.

The Chair said the mother and son are played by actors. Both actors speak English, but have slightly different accents. The Chair said the portrayal of the family depicted a harmonious domestic scene.

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.