

COMPLAINT NUMBER	22/135
ADVERTISER	Scottys Meats Ltd
ADVERTISEMENT	Scotty's Meats, Radio
DATE OF MEETING	9 May 2022
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Scottys Meats begins with two men growling "Scottys Meats!". The advertisement highlights the variety of meats sold and their ability to process home-kill, farm kill wild game "and maybe your mother-in-law too". The advertisement gives details such as the URL, address and opening hours, and ends with the two men growling "Scottys Meats!".

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

Complaint: The ad playing for Scotty's meats (a butcher) on Wairarapa version of The Rock radio station refers to processing meat for customers, and says 'we'll even do your mother in law' implying your mother in law could be killed and processed into meat. Making a 'joke' about killing women minimises and normalises violence against women, and is offensive.

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

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.

Rule 1(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant was concerned the reference associating 'home kill' and 'mother-in-law' normalises violence against women. The Chair acknowledged the Complainant's sincere concerns and confirmed advertisers need to take care in their use of language and imagery that could support this takeout.

The Chair said the advertisement for Scotty's Meats, a well-known local butcher, offers a range of services. She agreed the wording "They're licensed to process home-kill, farm-kill, wild game and maybe your mother-in-law too" was in poor taste and played to the outdated stereotype that mothers-in-law are people that families want to get rid of.

The Chair said the likely consumer takeout of the advertisement was that Scottys are butchers licensed to process meat from a range of sources.

The Chair said Rule 1(c) of the Advertising Standards Code required her to consider whether the advertisement was likely to cause serious or widespread offence in light of

generally prevailing community standards. The Chair said this threshold had not been reached because it would be recognised as an attempt at humour by most listeners.

Rule 1(f) of the Advertising Standards Code required the Chair to consider whether the advertisement condones or shows violent or anti-social behaviour.

The Chair said taking into account the context, medium, audience and product meant the concept of linking a butcher service with processing a body of a deceased mother-in-law was so ridiculous, consumers would not consider the outdated humour encouraged or condoned actual violence towards women. The Chair said the advertisement did not meet the threshold to breach Rule 1(f) of the Advertising Standards Code.

The Chair ruled the advertisement was not in breach of Principle 1 or Rules 1(c) or 1(f) 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.