

COMPLAINT NUMBER	18/077
COMPLAINANT	R Stratford
ADVERTISER	Good Health Naturally New Zealand
ADVERTISEMENT	Good Health Naturally New Zealand, Television
DATE OF MEETING	13 March 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Good Health Turmeric Complex shows Richie McCaw and Gemma Flynn going for a run. Gemma appears to out pace Richie and the next scene has her leaving the words "Thrashed Ya!!" on the steamed up shower door. The advertisement shows her throwing a bottle of Good Health Turmeric Complex to Richie and the final scene show bottles of the product with the wording "Good Health Turmeric Supports tired, stiff joints for an active life."

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

Complainant, R Stratford, said: Ad featured former All Black captain Sir Richie McCaw and his partner jogging. She outpaces him and the explanation occurs when Richie returns to find his partner has written "thrashed" on steamed shower door. She tosses him a jar of vitamin/energy pills labelled "Complex". The implication is that to keep up with her jogging in future, Richie needs to take some of these tablets.

I find the ad offensive and derogatory to men, and object to the use of the term 'thrashed'. The clear inference is that women are beating men because they have the right products. If the gender roles were reversed, this ad would be considered sexist and removed from air.

The relevant provisions were Rule 5; Code for People in Advertising - Basic Principle 3; Therapeutic and Health Advertising Code, Principle 1.

The Chair noted the Complainant's concern that the advertisement was offensive and derogatory to men.

The Chair said the advertisement played on the good-natured competitiveness of two well known, married sporting personalities.

While the Chair acknowledged the offence the advertisement had caused the Complainant, she said it was obviously comedic hyperbole, unlikely to cause serious or widespread offence to most men in light of generally prevailing community standards.

The Chair ruled the advertisement was not in breach of Basic Principle 3 of the Code for People in Advertising or Principle 1 of the Therapeutic and Health Advertising Code.

Accordingly, 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 days of receipt of this decision.