

COMPLAINT NUMBER	18/122
COMPLAINANT	A. Hoste
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Dettol, Television
DATE OF MEETING	8 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Dettol Wipes shows a mother wiping over the kitchen surfaces with a raw chicken leg, while a voiceover says “Wiping germ surfaces with a sponge can be just as bad as doing that. Dettol disinfection wipes kills 99.9% of germs instead of spreading them round. To help protect your family – Dettol that!”

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

Complainant, A. Hoste, said: “I’m complaining on my mother’s behalf. She is worried about the use of raw chicken as a cleaning product when there is so much hunger and poverty in the world. A complete waste of good food is what she calls it.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4;

The Chair noted the Complainant’s concerns it was irresponsible and wasteful to use the chicken leg in the advertisement to illustrate a point about cleaning when there is poverty in the world.

The Chair took into account the Complainant’s view. In her view the likely consumer takeout for most people would be that the advertisement demonstrated the unhygienic scenario of a germ covered cloth to clean surfaces by comparing it to using raw chicken. While she sympathised with the Complainant’s concern the demonstration was a waste of food, she said this did not reach the threshold to be considered socially irresponsible. Taking into account the prevailing community standards, the Chair said the advertisement was not likely to cause offence to most people.

The Chair said the advertisement was not in breach of Basic Principle 4 or Rule 4 of the Code of Ethics and ruled the complaint had not grounds 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.