

COMPLAINT NUMBER	18/138
COMPLAINANT	S DeBeer
ADVERTISER	Pfizer New Zealand Limited
ADVERTISEMENT	Viagra, Television
DATE OF MEETING	21 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Family Health Diary television advertisement for Pfizer New Zealand Limited has a man fixing a motorbike while discussing Viagra and says in part: “You know why men take Viagra? Taken as a treatment it’s got an awesome history of helping men. It’s definitely reassuring, after all it is Viagra !...”

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

Complainant, S DeBeer, said: The content of the advertisement under scrutiny is highly offensive, especially during the hours of which is considered 'family time.'

I find it offensive that the advertisement was promoting viagra; a product which is solely used for sexual activity/purposes. I don't believe the nature of this product is appropriate for the time of it's airing, nor for national television at all. Plainly put, it shouldn't be on there.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5;

The Chair noted the Complainant's concern about the placement of the advertisement.

The Chair took into account the advertisement had been given a GXC (General Except Children) rating by the Commercial Approvals Bureau. The programme in which the advertisement aired, Dog Squad, had been given an PG (Parental Guidance) rating. The advertisement had played at 7:40pm within the constraints of its afforded rating.

The Chair said the advertisement made no explicit reference to the purpose of the product or mentioned any health conditions which the product might treat.

While acknowledging the offence caused to the Complainant, the Chair said the absence of any specific product detail in the advertisement meant it was unlikely to cause serious or widespread offence to most people. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no breach of the Code of Ethics.

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.