

COMPLAINT NUMBER	19/068
COMPLAINANT	J Collins & 3 Others
ADVERTISER	Brand World Ltd
ADVERTISEMENT	Panadol, Television
DATE OF MEETING	18 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Brand World television advertisement for Panadol Optizorb shows a conversation between a mother and daughter preparing to go out. The daughter says she has a headache and is considering taking pain relief for it. The mother suggests the Panadol product and the two women then leave for their outing.

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

Complainant, J Collins, said: The woman has already taken something for her headache but the mother gives her Panadol otizorb as well this is dangerous as the two drugs could interact or the woman could have inadvertently overdosed this is a cause of concern

Three duplicate Complainants shared similar views about the dangers of mixing drugs or excessive dosage.

The relevant provisions were Therapeutic and Health Advertising Code, Principle 1, Principle 2

The Chair noted the Complainants' concern the advertisement promoted taking additional, different pain medication when some had already been taken. The Chair carefully reviewed the advertisement and confirmed the conversation between the mother and daughter was as follows:

“Hi Darling, ready to go? Not just yet Mum, I’ve got a headache. I might take something for it and I’ll just wait for it to kick in.” The mother replies: “Try this darling” and presents the daughter with a packet of Panadol Optizorb.

The Chair acknowledged the Complainants' genuine concern about the messaging in the advertisement and the depiction of over-medicating but said this situation was not portrayed in the advertisement before her. The daughter had not taken any medication prior to Panadol Optizorb being offered.

The Chair said the advertisement had been prepared with a high standard of social responsibility and was truthful, balanced and not misleading. The Chair ruled the advertisement was not in breach of Principle 1 or Principle 2 of the Therapeutic and Health Advertising Code.

Therefore, 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.