

COMPLAINT NUMBER	19/115
COMPLAINANT	J Melville
ADVERTISER	GlaxoSmithKline NZ Ltd
ADVERTISEMENT	Panadol Television
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Panadol says: “Panadol is Kiwis’ most trusted pain relief brand”. Near the end of the advertisement, to the left of the screen, was a blue circular shaped logo with the words “Winner, Trusted Brand, 2018, Readers Digest”.

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

Complainant, J Melville, said: TV Advert for Panadol -TVNZ1 + 1 (22.08 approx) Sun 3rd March

The advert stated "Panadol -New Zealand’s most trusted painkiller"

Says who? This is misleading and gives a competitive advantage to a product based on no fact. It’s a marketing manipulation. If the pharmaceutical Industry or Medical Profession have stated so then it should be highlighted.

Trust is a big deal for many people and seen in a positive way if "most trusted".

"Most bought" or "most consumed" doesn’t mean the same

(price/access/packaging/merchandising/availability of alternatives etc) - and if this is what Panadol is...then according to who and what? -This should also be in the advert.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(c).

The Chair noted the Complainant’s concerns the advertisement is misleading because the advertisement says Panadol is “New Zealand’s most trusted painkiller” without saying who said this.

The Chair noted the advertisement referred to the Readers Digest survey which named Panadol as the “Winner, Trusted Brand, 2018, Readers Digest”.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility and was not in breach of Principle 2, Rule 2(b) or Rule 2 (c) 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 via email or letter within 14 days of receipt of this decision.