

COMPLAINT NUMBER	19/316
COMPLAINANT	J Coyle
ADVERTISER	Asaleo Care
ADVERTISEMENT	Treasures, Television
DATE OF MEETING	2 September 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Treasures Care nappies shows a range of toddlers wearing nappies in outdoor settings and says in part “Treasures has grown up in New Zealand alongside little Kiwis and their families, discovering our beautiful country. Like you we care for our home, so we’re taking our first steps with a nappy that’s gentler on our planet. Join us as we start this journey.”

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

Complainant, J Coyle, said: The nappy advertisement associated a disposable single use item with the image of a clean green New Zealand. This is a disgrace as single use items such as these are clogging landfills creating methane and leachate which damages the environment and contributes to climate change.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(h);

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2 (h): Environmental Claims: Environmental claims must be accurate and able to be substantiated by evidence that reflects scientific and technological developments.

The Chair noted the Complainant’s concern about the Advertiser associating disposable nappies with a clean environment image.

The Chair said the likely consumer takeout of the advertisement was that the Advertiser was taking the first steps to try and find ways to reduce the environmental impact of disposable nappies by using more sustainable and renewable materials.

The Chair said the Advertiser made a very broad, low-level claim about how they were beginning to develop their product to be “gentler on our planet” than existing products. She said there were no environmental claims made which would breach Principle 2 or Rule 2(h) 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.