

COMPLAINT NUMBER	19/383
COMPLAINANTS	S Owens & D Musson
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Pine O Clean, Television
DATE OF MEETING	7 October 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Pine O Clean disinfectant begins with two people preparing food in a kitchen showing a man throwing a drinks coaster onto the bench. A voiceover says, “Dad’s adding to his coaster collection again, but what’s it been collecting?” The advertisement shows the story of where the coaster came from, depicting a close-up image of the coaster being used to clean food from someone’s teeth and gums in a pub. The advertisement explains the benefits of using Pine O Clean disinfectant wipes.

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

Complainant, S Owens, said: The advert is one of the grossest adverts I have seen, I and others do not wish to see a close up of inside someones mouth using a coaster to remove food from between teeth, the advert is overly graphic and disgusting

Complainant, D Musson, said: Why is this ad put on when people are sitting down having tea? It is disgusting watching a man at a pub picking his teeth with a coaster and then another man brings the coaster home and chucks it on the bench where you see the piece of food fall off. Yuck. It puts me off my meal.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1 (c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainants’ concerns that the advertisement has scenes which show a graphic and offensive use of a coaster to remove food from teeth.

The Chair acknowledged the advertisement used a very graphic example of a situation creating germs on a kitchen surface; the type of situation the product is intended for. She said Rule 1(c) of the Advertising Standards Code required her to consider whether the use of the image in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair ruled that in this case, the threshold to cause serious or widespread offence had not been reached. The imagery used was linked to the product being advertised.

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

Chair's Ruling: Complaints **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.