

<b>COMPLAINT NUMBER</b>	20/165
<b>ADVERTISER</b>	Reckitt Benckiser (NZ) Limited
<b>ADVERTISEMENT</b>	Strepfen Television
<b>DATE OF MEETING</b>	4 May 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Strepfen Intensive Throat Spray has the following voiceover: “Wake up with a sore throat? Use Strepfen Intensive Throat Spray. It relieves throat inflammation and pain for up to six hours.”

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

**Complaint:** I really don't think that advertising product that covers up a sore throat, in a time when we are about to move levels and people are going back to work, is ideal during this Covid-19 pandemic. It's quite irresponsible to encourage people to just pop out and get some off the shelf/over the counter medicine when perhaps they should be investigating their illness further.

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

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

**Rule 1 (h) Health and well-being:** Advertisements must not undermine the health and well-being of individuals.

**The Chair** noted the Complainant's concerns the advertisement was socially irresponsible.

The Chair referred to precedent decision, 20/161, regarding a television advertisement for Strepils Plus Anaesthetic throat lozenges, which was also ruled No Grounds to Proceed.

In that decision the Chair said “while a sore throat may sometimes be associated with the symptoms of Covid-19 the main symptoms are a dry cough, fever and breathlessness. The Chair said the advice to contact a doctor and seek a test if you have any symptoms of Covid-19 has been widely advertised since the outbreak of the Covid-19 pandemic.”

Referring to the complaint before her, the Chair noted the product is a medicine and is classified as 'Pharmacy Only', meaning the product can only be purchased from a pharmacy. Healthcare professionals available at the time of purchase are able to provide healthcare information to the consumer including advice regarding testing for Covid-19.

The Chair said while she appreciated the genuine concern of the Complainant, the advertisement did not meet the threshold to undermine the health and wellbeing of individuals and was not socially irresponsible.

The Chair ruled the advertisement did not reach the threshold to breach Principle 1 or Rule 1(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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.