

COMPLAINT NUMBER	20/388
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Glen 20 Surface Spray, Television
DATE OF MEETING	7 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Reckitt Benckiser television advertisement promotes their Glen 20 Surface Spray product. The advertisement shows the product and promotes its ability to kill up to 30 different germs. The advertisement ends with voiceover that states the product is “tested and shown effective against COVID-19 Corona virus”.

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

Complaint: I think its inappropriate given the situation we are in right now for a disinfectant implant to advertise that it is effective against covid-19. Especially given past media coverage of Donald Trump and his suggestion people could ingest disinfectant to get rid of the virus...

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

ADVERTISING STANDARDS CODE

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

Rule 1 (e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

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

The Chair acknowledged the Complainant’s genuine concern that it was not appropriate for a disinfectant product to claim it was effective against COVID-19 Corona virus.

The Chair said the likely consumer takeout of the advertisement was this product is a disinfectant that can be used on surfaces to help reduce the spread of COVID-19.

The Chair noted that during the COVID-19 pandemic the New Zealand Government had been encouraging New Zealanders to maintain high standards of hygiene and to regularly disinfect surfaces.

The Chair acknowledged that while the COVID-19 pandemic has been frightening for some people, this advertisement did not exploit this fear. Rather it provided information about a product that can be used to help disinfect indoor hard surfaces.

The Chair said the advertisement did not make socially irresponsible or misleading claims. The product advertised had overseas approval to promote it as a disinfectant against Corona virus.

The Chair said the advertisement was socially responsible, taking into account context, medium, audience and product and was not in breach of Principle 1, Rule 1(e) or Rule 1(h) of the Advertising Standards Code.

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 calendar days of receipt of this decision.