

<b>COMPLAINT NUMBER</b>	21/514
<b>ADVERTISER</b>	Clorox New Zealand Limited
<b>ADVERTISEMENT</b>	Glad Television
<b>DATE OF MEETING</b>	1 December 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Clorox New Zealand television advertisement promotes the new Glad bin liners from the Glad to be Green range. The advertisement shows a woman taking a bin liner from a kitchen drawer. As she shakes it out, the advertisement changes to a shot of a woman and a turtle swimming in the ocean. The voiceover states that this product is "more than just a Glad bin liner" and that each roll "stops the equivalent of two two litre plastic bottles entering the ocean". The advertisement ends with a birds eye shot of the woman in the ocean, a graphic showing two milk bottles equalling a roll of Glad bin liners, "#ChangeTheOutcome" and the Oceanworks logo.

#### **The Chair ruled the Complaint was Settled**

**Complaint:** The ad states " Each roll of the recycled bin liners stops the equivalent of 2 x 2 litre plastic bottles From entering the ocean. I feel glad should have to prove it actually prevents 2 x 2 Litre plastic bottles from entering the ocean when they produce a roll of these bin liners. They may use recycled plastic to produce the product however it is impossible to prove it would of actually prevented the equivalent amount of plastic from actually entering the ocean. It comes across in such a way that consumers would believe they are helping prevent pollution when it can not be proved by Glad.

#### **The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(h)**

**The Chair** noted the Complainant was concerned the advertisement was making misleading environmental claims.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached.

**The Advertiser said:** We refer to your letter of 16 November 2021 and the complaint made in relation to our TVC for our new Glad to be Green 50% Ocean Bound Plastic recycled bin liners, broadcast on 5 November 2021. The complaint is about the claim in our TVC that 'each roll of the new Glad to be Green Ocean bound plastic recycled bags you buy stops the equivalent of 2 x 2 litre plastic bottles from entering the ocean.' The complainant believes Glad should have to prove it actually prevents 2 x 2 litre plastic bottles from entering the ocean when it produces its product, and also said the claim comes across in such a way that consumers would believe they are helping prevent pollution when this cannot be proved by Glad.

Clorox is committed to honest and transparent advertising and has no wish to mislead New Zealand consumers in any way. We have taken this complaint seriously and carefully reviewed our internal materials substantiating the claims in our TVC.

*Settlement proposal*

We stand by the claims in our TVC, and believe that the overall message conveyed by our TVC to consumers is that by using the ocean bound plastic in our new bin liners from third party supplier Oceanworks for manufacturing of its products, Clorox prevents such ocean bound plastic from entering the ocean.

The ocean bound plastic in our new bin liners is purchased from third party supplier Oceanworks. Oceanworks is a major supplier of sustainable and recycled plastic materials. Oceanworks defines 'ocean bound plastic' as material collected from communities with no formal waste management system, within 50km of the shore line. This catchment area was first utilised in research by marine debris expert Jenna Jambeck, in evaluating the source of plastic waste entering the ocean (<https://www.science.org/doi/10.1126/science.1260352>).

Oceanworks has certified that the recycled material used in our new bin liners is composed of 100% ocean bound plastic, collected on the Asian continent. Clorox thoroughly vetted Oceanworks prior to launching its new bin liners, and has no reason to question the reliability and accuracy of Oceanworks' certification and ocean bound plastic catchment research. Clorox's manufacturer also keeps records of its production blends, which ensures that there is at least 50% ocean bound plastic in all rolls of our new bin liners.

Before launching our new bin liners, Clorox also took multiple measurements of its small, medium and large SKUs to determine the average roll weight for each SKU. Clorox has calculated the average weight of a 2L milk bottle (across 3 different major New Zealand brands) and ensured that the weight of ocean bound plastic in each roll SKU is more than that average weight.

We believe that our claim is true and adequately supported.

Notwithstanding the above, in order to avoid any potential misinterpretation or misconstruction of our communication, Clorox has decided to voluntarily amend its claim to be 'Each roll of the new Glad to be Green Ocean Bound Plastic recycled bags you buy helps stop the equivalent of 2 x 2 litre plastic bottles from entering the ocean'. The revised script for our TVC is attached for your information.

We think this amended claim is accurate and fully substantiated by our above explanation, and that it fully addresses the concerns of the complainant by making it clear that Clorox is helping in the overall effort of preventing plastic from entering the ocean.

We are currently arranging for our revised claim to be used in our TVC script (and on our website at <https://glad.co.nz/>) and the changes will be in place from November 30th, 2021. We undertake not to broadcast or publish the old claim after 30 November 2021.

*Further information*

We are making this minor change to the claim as used in our TVC, on our website and in any other New Zealand advertising materials on a good faith basis and because we care about our consumers, and without any admission of liability. We consider the complaint should be treated as 'settled' on this basis, and hope you agree.

The Chair said as part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

**Chair's Ruling:** Complaint **Settled**

#### **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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.