

COMPLAINT NUMBER	18/140
COMPLAINANT	M. Hessell
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Dettol, Television
DATE OF MEETING	8 May 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Dettol Wipes shows a mother wiping over the kitchen surfaces with a raw chicken leg, while a voiceover says “Wiping germ surfaces with a sponge can be just as bad as doing that. Dettol disinfectant wipes kills 99.9% of germs instead of spreading them round. To help protect your family – Dettol that!”

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

Complainant, M. Hessell, said: “Detol spray and wipe ad featuring the mother wiping the bench with a chicken leg is disgusting and a vivid display of animal cruelty it should not be aired on tvnz.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5, Rule 7;

The Chair noted the Complainant’s concern the use of the chicken legs in the advertisement was a depiction of animal cruelty.

The Chair took into account the Complainant’s view. In her view the likely consumer takeout for most people would be that the advertisement demonstrated the unhygienic scenario of a germ covered cloth to clean surfaces by comparing it to using raw chicken. The Chair said there was no suggestion of animal cruelty in the advertisement which was for cleaning products. Taking into account prevailing community standards, the Chair said the advertisement was not likely to cause serious or widespread offence to most people and there was nothing contained in the advertisement which lends support to unacceptable violent behaviour.

The Chair said the advertisement was not in breach of Basic Principle 4 or Rules 5 or 7 of the Code of Ethics and ruled the complaint had no grounds 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.