

COMPLAINT NUMBER	19/146
COMPLAINANT	D Goddard
ADVERTISER	Kimberly Clark
ADVERTISEMENT	Television
DATE OF MEETING	8 April 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Poise incontinence pads showed an animation of a woman playing tennis and laughing with her friends. The voiceover said "... And while your bladder may be a little weaker, the rest of you sure isn't... You've got protection a period pad can't provide, you've got Poise".

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

Complainant, D Goddard, said: It seems that every time I sit down to eat lately, Poise is advertising for their incontinency pads or for weak bladders. It was the same yesterday and it is happening more often. It used to be that feminine products were never advertised during hours when small children were still awake. I find it highly offensive and so does my hubby and my daughters. Why have they been allowed to screen this ad during meal times of all things. What an awful time to start talking about such private. I am very sorry that the advertiser has thought this a reasonable time to screen such information, but surely there is a better time to show this. Yours Sincerely DL Goddard

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

The Chair noted the Complainant's concerns the advertisement for incontinence pads was screened when viewers were having dinner.

The Chair referred to a precedent decision, 13/037, which considered similar issues. In that case the Complainant said: "Do these women's sanitary product companies need to be so blatant in their advertising?" That Complaint was ruled No Grounds to Proceed.

The Chair confirmed the precedent decision was relevant to the complaint before her. In her view it was appropriate that health-related products were advertised on television and she noted the advertisement was matter-of-fact in its tone.

Accordingly, she said that there was no apparent breach 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.