

COMPLAINT NUMBER	19/214
COMPLAINANT	R Wiles
ADVERTISER	Johnson & Johnson (NZL) Limited
ADVERTISEMENT	Codral Television
DATE OF MEETING	24 June 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Codral Cold & Flu tablets features father “Tim”, who has woken up with a cold. Despite feeling unwell he takes Codral and helps his daughter prepare for a costume party. He then accompanies her to the party, farewelling her at the gate. The advertisement ends with the voiceover “Soldier on, thanks to the powerful relief of Codral.”

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

Complainant, R Wiles, said: The wording in the TV advertisement on Channel 3 is misleading. It indicates that a person with a viral infection can take a medication (in this instance "Codral") to reduce the viral related symptoms and go out in public. Although the symptoms are no longer affecting how the person feels after medication, the product does not heal and the person is still infectious. All others with contact or within the viral radius of the infected person are at risk of contracting the infection. When infected with a viral infection the individual can certainly take medication to feel better and remain in as much isolation as possible until fully recovered. I think this advertisement is giving viewers erroneous health education and information.

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1 and Principle 2 and Advertising Standards Code Rule 1(e).

The Chair noted the Complainant’s concerns the advertisement was misleading because it indicates a person with a viral infection can take a medication and safely go out in public.

The Chair referred to Complaint 16/176, which was also about a television advertisement for Codral, which was also ruled No Grounds to Proceed. In that decision the Complainant was concerned it was irresponsible to show the man in the advertisement spending time with his children while he had a cold as he could spread the infection. The Chair said the advertisement depicted the reality of family life with parents having to manage minor illnesses.

The Chair then turned to consider the complaint before her. She said in this case the father also continues to exercise his parental duties despite the fact he is suffering from a cold.

The Chair said that while the father accompanies his daughter to the party, he farewells her at the entrance gates, and does not make close contact with the other attendees of the party, minimising the risk of spreading the infection.

The Chair said the advertisement was not misleading, did not encourage unsafe practices and had been prepared and placed with a due sense of social responsibility. She said it was

not in breach of Principles 1 and 2 of the Therapeutic and Health Advertising Code or Rule 1(e) 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.