

COMPLAINT NUMBER	19/290
COMPLAINANT	M Moore
ADVERTISER	Colgate Palmolive Pty Ltd
ADVERTISEMENT	Colgate Total, Television
DATE OF MEETING	14 August 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Colgate television advertisement shows All Black Kieran Read putting a mouth guard in and jumping for the ball on a rugby field and then switches to him brushing his teeth at home. He says in part; “When I’m on the pitch I have to be totally ready for whatever the game throws at me. And when I’m off the pitch I have to be totally ready for whatever life throws at me. That’s why I rely on the 12-hour protection of Colgate Total.”

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

Complainant, M Moore, said: the pic of his teeth in the final shot isn’t his,,i don’t mind that,,but at least say they aint

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(b): Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant’s concerns the advertisement was misleading as they considered the final image of the advertisement to show teeth that were different to those shown earlier in the commercial.

The Chair carefully reviewed the advertisement and said the final shot of Kieran Read shows him brushing his teeth with toothpaste. The Chair said this would explain why the teeth in this clip appear to be whiter than the first image at the start of the advertisement.

The Chair noted the advertisement is not making any claim in relation to teeth whitening and does not contain anything likely to mislead or deceive consumers.

The Chair said the advertisement was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair said 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.