

COMPLAINT NUMBER	19/471
COMPLAINANT	C Shaw
ADVERTISER	Unilever Australasia
ADVERTISEMENT	Television
DATE OF MEETING	16 December 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Lipton Ice Tea has the voiceover “Ah, the big yellow ball in the sky. It makes our tea taste better, it makes our ingredients taste better, and all this makes *this* taste better.” At this point a man is shown drinking a bottle of Lipton Ice Tea. The voiceover then says: “Sunshine is good for everything”.

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

Complainant, C Shaw, said: The ad claims "sunshine is good for everything". It is not good for skin cancer, therefore the ad is misleading and detrimental to societal wellbeing. It should be removed immediately as it encourages unprotected sun exposure. I have advised the advertiser of the same.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1 (h) Health and well-being: Advertisements must not undermine the health and well-being of individuals.

The Chair noted the Complainant’s concern the phrase “sunshine is good for everything” was misleading because sunshine is not good for skin cancer rates.

The Chair agreed with the Complainant that exposure to sunshine is a risk factor which can cause the onset of skin cancer.

The Chair said in the overall context of this advertisement for an iced tea drink, the phrase “sunshine is good for everything” was a generalized, hyperbolic statement that was not intended to be interpreted literally. The advertisement also referred to sun improving the iced tea ingredients and suggested it provided an opportunity to drink the product.

The Chair said the advertisement did not reach the threshold to undermine the health and well-being of individuals and was not socially irresponsible.

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.