

COMPLAINT NUMBER	20/063
ADVERTISER	Procter and Gamble Australia PTY LTD
ADVERTISEMENT	Metamucil, Television
DATE OF MEETING	2 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Metamucil television advertisement shows people dressed in giant colon, faeces and Metamucil bottle costumes. The voiceover says “When I first met Nugget he was stuck in a hole. But I’ve been pushing him hard. Now Nugget is healthy and regular.”

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

Complaint: I wish to make a formal complaint about the advertisement for Metamucil. This ad has been on at least two stations, TV One and Choice . I find this advert showing people dressed up as a colon and faeces to be both degrading and socially irresponsible. Have we come so far as a race that personal problems (constipation) are now to be just a snigger!

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

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

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant’s concern the advertisement showing people dressed in faeces and colon costumes discussing constipation issues was degrading and socially irresponsible.

The Chair said the advertisement uses humour to deal with the health issue of constipation and the content of the advertisement is relevant to the product being advertised. The Chair said while some viewers may find the subject to be unpleasant and distasteful, the light-hearted nature of the advertisement helped to offset offence.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause serious or widespread offence in light of generally prevailing community standards.

While acknowledging the Complainant’s concern regarding the focus of the advertisement, the Chair said it did not meet the threshold to breach Principle 1 or Rule 1(c) 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 calendar days of receipt of this decision.