

<b>COMPLAINT NUMBER</b>	20/193
<b>ADVERTISER</b>	Reckitt Benckiser (NZ) Limited
<b>ADVERTISEMENT</b>	Nurofen Cold and Flu PE Television
<b>DATE OF MEETING</b>	15 May 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The television advertisement for Nurofen Cold and Flu PE tablets showed “Carl, the IT guy” sick in bed while his workplace struggled on without him. The voiceover then said: “Carl takes Nurofen Cold and Flu PE so Carl can go back to being Carl, the IT guy.” A much healthier looking Carl is shown back at the office. The text in the advertisement says “...relieves the symptoms of cold and flu... If symptoms persist talk to your health professional.”

**The Chair ruled the complaint was Settled.**

### **Complaints**

There were 18 complaints about this advertisement, which was broadcast on television during the COVID-19 global pandemic. The Complainants were concerned the advertisement was socially irresponsible because it promoted returning to work after experiencing flu-like symptoms, which is contrary to New Zealand Government advice. The Complainants said the Government has been advising people to stay home if they are unwell and seek medical advice about getting tested for COVID-19.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e), Rule 1(h); Therapeutic and Health Advertising Code - Principle 1**

The Chair noted the Complainants’ concerns the advertisement was socially irresponsible, misleading and unsafe.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaints.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was settled.

**Chair’s Ruling:** Complaint **Settled**

### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.