

COMPLAINT NUMBER	20/476
ADVERTISER	Wet & Forget
ADVERTISEMENT	Wet & Forget Television
DATE OF MEETING	5 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Wet and Forget television advertisement promotes the Wet and Forget Rapid Application product, which is used for removing mould and moss from the outside of houses and driveways. A man interviewed on the advertisements says "Simply connect to your hose and fire". At the end of the advertisement there is an image of a bottle of Wet & Forget Rapid Application, next to a map of New Zealand, showing different locations where the product can be purchased.

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

Complaint: Auckland is currently in a water crisis and we are being advertised products like wet and forget that directly contradict the restrictions that are currently in place. Namely in this case, using an outdoor house.

This is going to be a major crisis in summer and there is no way we should be advertised anything that promotes the use of water outside the current restrictions.

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

ADVERTISING STANDARDS CODE

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

Rule 1(i) Protecting the environment: Advertisements must not depict or encourage environmental damage or degradation.

The Chair noted the Complainant's concerns the advertisement was promoting the use of water outside the current restrictions.

The Chair noted that while there have been water shortages and water restrictions in certain parts of New Zealand, this was not the case everywhere.

The Chair noted that the advertisement was screened on TV1, which is screened throughout New Zealand.

The Chair said while viewers living in places where there are water restrictions will have to comply with these restrictions, people in other parts of the country will still be able to use a product like Wet & Forget.

The Chair ruled the advertisement was socially responsible and was not in breach of Principle 1 or Rule 1(j) 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.