

COMPLAINT NUMBER	20/429
ADVERTISER	30 Seconds
ADVERTISEMENT	30 Seconds Television
DATE OF MEETING	28 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The 30 seconds television advertisement shows a man walking a trolley full of 30 Seconds cleaning product along the footpath of a suburban street. He meets a man cleaning his driveway with Wet & Forget and tries to persuade him to switch to 30 Seconds.

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

Complaint: Add on tv one at 1039am 15th September.....the add was about 30seconds cleaner ..there was someone doing their path with the product wet and forget ...a man with a trolley full of the product 30secs asks what he is using, he states wet and forget and the man says that 30seconds is cheaper by a long way and he should use that ...at the end of the add he gives him a container of 30secs ...are you allowed to directly name your competitors product?

I liken it to n add with Pepsi saying coca cola is... more expensive ..naming both products ...guess I am asking if its ok

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

ADVERTISING STANDARDS CODE

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

Rule 2(d) Comparative advertising: Comparative advertisements, or advertising that identifies a competing product or service, must be factual, accurate, make clear the nature of the comparison, must not denigrate competitors and must be of 'like' products or services available in the same market.

The Chair noted the Complainant's concerns the advertisement refers to the name of a competitor's product.

The Chair said confirmed that competing products can be named in advertisements.

The Chair said the use of the name of a competing product in the advertisement was not in breach of Principle 2 or Rule 2(d) 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.