

COMPLAINT NUMBER	20/610
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Mortein Television
DATE OF MEETING	17 December 2020
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Mortein Power Gard All-in-One insect spray shows Louie the fly hosting a family of bugs for a dinner party. The insect dinner guests are shown being sprayed with the Mortein insect spray and then falling down dead.

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

Complaint: This mortein ad is very upsetting, especially to my child. In the ad the insect spray kills a whole family of insects, including the baby insect! Because this is a cartoon children watch it and seeing a mother holding a baby (even if they are just insect characters) is very very upsetting!! I usually like these ads but this is just wrong

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 concerns the advertisement was upsetting. The Chair said the advertisement uses cartoon imagery to depict what the insect spray is designed to do, which is to kill insects.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of a cartoon family of flies, including a baby fly, in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said while she noted the Complainant's concern the advertisement was upsetting for some viewers, it did not reach the threshold to cause serious or widespread offence.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of 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.