

“One of your five a day” WKD advert

I have seen a billboard advert in Manchester advertising WKD using the parody of the “5-a-day” health campaign message.

Date: 16/08/2006

Location: Travelling in the direction of Whalley Range from Hulme (Manchester). The billboard is on Chorlton Road (B5218), half way down on the right hand side.





I have submitted a complaint to the ASA (Advertising Standards Authority) on the grounds of "social responsibility".

I object to this advertisement for the strapline "one of your five a day". I wish to complain on the grounds of social responsibility standards.

Research has shown that the public health campaign to promote "5-a-day" is now successfully recognised and trusted by children, teachers, and parents. Children are not able to interpret parody so this WKD advert will inadvertently appeal strongly to under-18s.

I also object that the use of the "5-a-day" parody is not respectful of another business' campaign message (namely in this case the Department of Health and the "5-a-day" message).

I will circulate feedback from the ASA following their response to my complaint.

Regards,

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* ASA: What can you expect? www.asa.org.uk

The Advertising Standards Authority (www.asa.org.uk) offers consumers the right to complain about an advertisement so that it can be changed or withdrawn. They can stop misleading or offensive advertising and can ensure sales promotions are run fairly.*

The basics are that all advertisements, promotions and direct marketing should be:

Legal

Decent

Honest

Truthful

Socially responsible

Respectful of the principles of fair competition generally accepted in business.

Complaints are investigated free of charge. They must be made within a reasonable time of an advertisement's appearance.

When your complaint is received we will acknowledge receipt by sending you a unique reference number for you to quote. Your complaint will always be the responsibility of a named individual who will write to you. Your complaint will be dealt with in line with our Standards Of Service.

What happens next?

First, we assess the complaint and decide if there is a case to answer under the advertising codes. So how do we do that?

We of course need to see the ad, mailing or promotion that is being complained about. For printed ads, if you have a copy it's always best to enclose it with your complaint. You can even attach a copy of the ad to the online complaints form. If you can't supply a copy of the ad, but tell us where and when it appeared, we can usually get hold of a copy so don't think we can't act without it. But it's much better if you can give us the ad at the outset.

Deciding if there's a case to answer

By assessing the ad, the complaint and the advertising codes, we can decide if there is a case to answer under the codes. If we believe there is a case to answer we will tell you how we intend to deal with the matter.

If there is no case to answer under our codes, we will explain why. Sometimes we can tell you of other bodies who may be able to look into your complaint.

http://www.asa.org.uk/asa/how_to_complain/complaints_form/