



CASE REPORT

1. Complaint reference number	108/04
2. Advertiser	Pfizer Pty Ltd (Nicorette)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a male and female in bed and their thoughts are depicted by way of voiceover. The female is surprised by the fact that the male wants more sexual activity and the male is surprised also on the basis that he would normally be dying for a cigarette by that stage. The tagline is “Need to beat cravings. Think Nicorette.”

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“I find this blatant use of the sex act offensive.”

“The ad relies on the belief that “sex sells” without providing any legitimate link or evidence between the benefits of the product and sexual capability – the ad is not humorous, informative or entertaining – it is a poor dirty joke...”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The purpose of the advertisement is to highlight health benefits to be gained from cessation of smoking and replacement with our Nicorette product the non-smoker will have more energy and stamina. This claim is supported by extensive scientific data.”

“..... any sexual inference..... is made with sensitivity to the relevant audience and the relevant program time zone ...”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.