



## **CASE REPORT**

1. Complaint reference number	110/04
2. Advertiser	Pfizer Pty Ltd
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts two females at a party talking to each other but their internal thoughts are revealed by a voiceover. The females are being outwardly friendly and conversational with each other. One of the females internal thoughts include observations that the other female's eyes are sparkling and her skin looks fantastic and the other female's internal thoughts was that even with a drink she doesn't feel like a cigarette. As that female walks off, the other female thinks to herself "What's next, liposuction?"

## **THE COMPLAINT**

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

*"Yet another form of advertising set up to run women down!!"*

*"It saddens me to continually see this on television. We are in this 21<sup>st</sup> century, and it is still socially acceptable to treat women with contempt and disdain in advertising."*

## **THE ADVERTISER'S RESPONSE**

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

*"Rather than denigrating women as suggested, the advertisement highlights the immediate health benefits for women who quit smoking."*

## **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 discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.