



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0018/18
2	Advertiser	Reckitt Benckiser (Aust) Pty Ltd
3	Product	Health Products
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features people talking about what causes them pain in everyday life, including toothache, migraine and back pain.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I think showing someone doing the incorrect thing could lead to others thinking it is ok to do it, even something as simple as dragging your kid up a staircase whilst strapped to a pram.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:



In response to complaint 0018/18, RB maintains that the Nuromol TVC is not in breach of the Advertising Code and does not promote “unsafe behaviour”.

The Nuromol TVC is a testimonial advertisement. As a testimonial advertisement, it depicts the actual experience of the individual who provided the testimonial. The advertisement “Nuromol Multipains Testimonial 30” shows the different types of pain that three consumers have suffered: toothache, migraine and back pain. In the section of the advertisement that the consumer has made a complaint about, we see Anthea explain, “Just lifting and carrying the children, I often end up with a really sore back.” The footage shows Anthea helping lift her children onto playground equipment, and also lift a heavy stroller up the stairs at the park.

We believe that this advertisement does not promote unsafe behaviour that could put consumers at risk. The advertisement is a testimonial depicting Anthea’s actual experience and explanation of how she suffers from back pain from the lifting and carrying of heavy objects such as the pram, in her daily life. The advertisement does not encourage consumers to undertake potentially dangerous activities.

The advertising approval process at RB undergoes thorough review by Regulatory and Legal teams to ensure compliance with the relevant therapeutic goods advertising legislation and codes, the ACCC and consumer law as well as requirements for responsible advertising specified by the ASB. This advertisement was approved by ASMI as required by the legislation and further reviewed and approved by CAD.

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 the complainant’s concern that the advertisement depicted a woman engaging in unsafe behaviour with a pram.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the television advertisement featured people talking about what causes them pain in everyday life. In particular the Board noted a scene in which a woman is pulling a pram up the stairs.

The Board noted the complainant’s concern that pulling a pram up the stairs in this way could be dangerous because the pram could slip and the child may be hurt.



The Board noted the advertiser's response that the advertisement shows an actual experience that causes the woman pain.

The Board considered that the scene in the advertisement is very brief and is a depiction of the everyday lives of a parent looking after their child.

The Board considered that this is a depiction of an everyday scenario and considered that the child was strapped into the pram.

The Board noted this type of pulling up stairs is a common occurrence for many parents and carers where there is no other way to get a pram and child up a flight of stairs. The Board considered the advertisement was depicting a situation that may not be desirable but was not condoning or encouraging people to pull prams up stairs.

The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety. The Board determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.

