



CASE REPORT

1. Complaint reference number	113/00
2. Advertiser	Burswood Amcal Chemist
3. Product	Retail
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement comprises the following: ‘Have you ever wondered, when you have a cold and you blow your nose, why it’s yellow? And, if our bodies are meant to be so smart, why are there so many vitamin and health tablets? And why is it you always run out of nappies at 9 at night? And why is it, in this day and age, that people are still embarrassed to buy condoms from a chemist? For the answers to those burning and not so burning questions, talk to the team at Burswood Amcal Chemist, Great Eastern Highway, Burswood. Open 6 a.m. til midnight . Open 7 days a week. And why can’t you say snot on the radio?’

THE COMPLAINT

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

‘The comment seemed to be a testing of what they can get away with, and I found the comment irrelevant, unnecessary and obnoxious.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not contravene prevailing community standards and did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.