



CASE REPORT

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| 1. Complaint reference number | 117/01 |
| 2. Advertiser | The Wrigley Co Pty Ltd (Eclipse) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a nursing home scene where an elderly male patient is seen being given Eclipse chewing gum while a voice says ‘We set out to make a gum that not only satisfies mouth and mind, but would make Wally here more attractive to nurse Veronica.’ The nurse, portrayed wearing a short uniform revealing of legs and cleavage, is shown resisting Wally’s advances, until the announcer advises ‘We told Veronica he was loaded,’ after which the scene changes to show Veronica and Wally being married. As they walk through an archway of walking sticks, the announcer says ‘So there you have it, conclusive proof that the unique freshness of Eclipse can make you more attractive.’

THE COMPLAINT

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

‘...the Wrigley Company...are using nurses in a sordid and disrespectful way to promote their product. Their use of a nurse as a pornographic object with no morals or ethics is offensive in the extreme...Through their gratuitous portrayal of nurses in this way, our professional credibility within the community is placed in doubt and this has the potential to cause damage in a number of ways. First, there is a nursing shortage in NSW and this sleazy image of nurses deters young women from taking up nursing as a career. Second, we are currently fighting to stem the rising incidence of criminal attacks on nurses.’

‘I’m not sure what I objected to the most...the portrayal of the nurse as a dumb blonde bimbo, or their portrayal of her as the money grabbing opportunist! Probably both!’

THE DETERMINATION

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

The Board determined that the advertisement’s portrayal of the people concerned did not constitute discrimination or vilification, nor did the advertisement depict material contrary to prevailing community standards on health and safety. The Board determined that the material within the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint. The Board, while appreciating the complainants’ personal views, noted the advertisement’s contextual humour.