



CASE REPORT

1. Complaint reference number	122/01
2. Advertiser	Unilever Australasia (Flora Pro-Activ Margarine)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a man [identified in a caption as Frank Lourigan of Brisbane, aged 51] climbing onto the side rail of a bridge over a gorge as he says ‘My father died young and when I found out that I had a cholesterol problem I just thought, well, I’m not waiting around for it to happen to me.’ He then leaps from the bridge, when it is revealed he is bungee jumping. His voice goes on to say that with the use of Flora Pro-Activ Margarine his cholesterol level reduced from 6.5 to 4.5 in three weeks and ‘now, I’m doing things I’ve wanted to do for years.’ A closing caption and voiceover says the product ‘actively reduces cholesterol absorption.’

THE COMPLAINT

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

‘As the mother of a son who took his own life two years ago at the age of 24, I found this advertisement very upsetting as from what I saw and my interpretation of it, it starts off depicting a man about to take his own life by jumping off a cliff, because of his high cholesterol (sic). I am amazed and saddened that such a scenario could be used to advertise a product that has nothing to do with the dreadfully high suicide rate we are now experiencing.’

THE DETERMINATION

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

While expressing sympathy with the complainant, the Board determined that the advertisement did not contravene the health & safety provisions of the Code and did not contravene the Code on any other grounds. Accordingly the complaint was dismissed.