



## **CASE REPORT**

1. Complaint reference number	122/02
2. Advertiser	Boehringer Ingleheim Pty Ltd (Buscopan)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features conversation between animations of ‘belly-buttons’ discussing the merits of Buscopan. Towards the end of the commercial, one asks “what do you take for stomach ache?” and the others answer: “Buscopan.” The advertisement ends with a graphic featuring a Buscopan pack, and captions reading: ‘Always read the label. Use Buscopan only as directed. If pain persists, see your doctor. Active ingredient: Hyoscine Butylbromide.’

## **THE COMPLAINT**

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

*“I and several of my friends agree that it is amongst the worst commercials ever seen in the 40 years we have been TV viewers. Who in their right mind would want to watch half-a-dozen ugly navels ‘talking.’*

## **THE DETERMINATION**

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

Noting concerns expressed in relation to consumer sentiment by the advertiser, as well as those of the complainant, the Board determined that the advertisement did not contravene the Code on any grounds.

Accordingly, the complaint was dismissed.