



## **CASE REPORT**

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|-------------------------------|--------------------------------------|
| 1. Complaint reference number | 126/03                               |
| 2. Advertiser                 | Boehringer Ingelheim Pty Ltd (Mobic) |
| 3. Product                    | Health Products                      |
| 4. Type of advertisement      | Print                                |
| 5. Nature of complaint        | Health and safety – section 2.6      |
| 6. Date of determination      | Tuesday, 13 May 2003                 |
| 7. DETERMINATION              | Dismissed                            |

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a photograph of a woman on a bicycle followed by a man who is holding on to a rear luggage rack. Beneath the photograph is a headline reading: ‘Another moving experience from Mobic,’ and beneath that regular text provides medical details of the product. The advertisement also incorporates the advertiser’s logo together with a separate product logo.

## **THE COMPLAINT**

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

*“This advertisement is unacceptable because it displays a woman on a bicycle who is not wearing a helmet.”*

## **THE DETERMINATION**

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

After considering information from the advertiser, including advice that the photograph was located in Europe and that the advertisement appeared only in journals sent directly to medical practitioners, the Board noted that it was not clear that the bicycle was shown on public road in any event.

Accordingly, the Board determined that the material could not constitute a breach of the Code in relation to health and/or safety.

Finding that the content of this advertisement did not contravene any other provision of the Code, the Board dismissed the complaint.