



CASE REPORT

1. Complaint reference number	138/04
2. Advertiser	Pfizer Pty Ltd (Nicorette Microtab)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 8 June 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman and her male partner in a hospital room. The woman is in labour and thinks to herself that her partner is coping well without having had a cigarette and that it cannot be easy. As she screams in labour pain, the male thinks to himself that the Nicorette Microtabs are keeping the cravings away.

THE COMPLAINT

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

“A woman in labour is subject to a great amount of pain and to have her thinking about her husband’s poor condition whilst quitting smoking is beyond insulting.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The advertisement was designed to be tongue in cheek, inferring that smoking is really tough, but the new Nicorette Microtab can help smokers even in the most stressful situations such as childbirth”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.