



CASE REPORT

1. Complaint reference number	157/03
2. Advertiser	Pfizer Pty Ltd (Nicorette)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a scene of a woman sleeping, and cuts to a run-down industrial site where cigarette characters are shown in various poses at what is indicated as night time. As the scene changes back to the sleeping woman, a voiceover states: “If your cravings don’t bother you while you’re asleep, try Nicorette Patch. It’s designed for waking hours.” A superimposed caption reads: ‘Contains nicotine. Always read the label. Use only as directed.’ After another view of the cigarette characters at the industrial site, the woman is shown applying a Nicorette Patch, and thereafter attacking one of the cigarette characters appearing behind her as she exercises. As the voiceover continues: “Beat cigarettes one at a time. You are twice as likely to succeed with Nicorette Patch,” a superimposed caption reads: ‘Compared to will power alone.’ The advertisement ends with the woman shown knocking over another of the cigarette characters as she runs alongside a railway siding, with a representation of the product superimposed over an Internet website address.

THE COMPLAINT

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

“The ad shows a lady running down a railway yard. She is NOT wearing a s(afety)/vest.”

THE DETERMINATION

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

Noting the advertiser’s advice that the exterior setting for the advertisement was a *disused* rail yard (advertiser’s emphasis), the Board determined that the material did not contravene the Code in relation to health and safety.

On further determination that the content of this advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.