



CASE REPORT

1. Complaint reference number	160/05
2. Advertiser	Schering Pty Ltd (Postinor 2)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 June 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a close-up photograph of a young woman who is resting her head on her hands. On the left-hand side of the advertisement appears the following text “What you need to know about the emergency contraceptive pill...”. The advertisement features factual information about why the pill is available, when the pill should be taken and where the pill is available.

THE COMPLAINT

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

“ I find aspects of this advertising disturbing, particularly for impressionable teenage readers. The dangers associated with this product are well documented. There is no abortion-related informed consent process or opportunity for professional counselling. It can be unsuitable for people with a wide range of conditions. ”

“ I find it highly irresponsible of ‘Who Weekly’ to advertise this drug, namely because the side-effects are not listed and they are indeed very dangerous to women who may take it. The advertising of this drug is blatantly allowing young girls and women to be exploited, sex offenders continue abusing, and men to have no responsibility for sex. ”

THE ADVERTISER’S RESPONSE

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

“The ad does not mention a product brand name, but rather deals with the concept of emergency contraception and could thus be viewed as a public health notice as much as a product advertisement.”

“The text is factual, sensitive and not sensational. The visual is of a mature woman clearly wearing a wedding ring, not of a vulnerable or exploited adolescent.”

“Government authorities are satisfied with the safety of emergency contraception such that they view it as suitable to be provided without the need for a doctor’s prescription.”

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 the advertisement was for a legalised contraceptive product and that the information contained in the advertisement was factual information that should be available to members of the public who choose to use this product.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex or sexuality.

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