



CASE REPORT

1. Complaint reference number	164/00
2. Advertiser	Glaxo Wellcome Aust Ltd (Zantac Relief)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man in different situations - sitting at an outdoor restaurant while two young women walk past, at a business meeting addressed by a young woman and sitting at a bar opposite a man and a woman. In each, he looks down at his body and says, 'Aah, get down, and stay down', 'Oops, settle down' and 'Oh, get down, and stay down', causing those who overhear to look at him quizzically. A voiceover says: 'Tony suffers from rising stomach acid.' The man is shown sitting on the side of a bed, taking a tablet with water and giving the (Zantac) pack to a woman beside him. The voiceover continues: 'Zantac Relief can relieve his heartburn with one tablet all day. Or all night.' The man and the woman are shown under bed linen as she says, 'Down, boy'. The voiceover concludes: 'Your pharmacist will advise whether Zantac Relief is suitable for you.'

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'As a Christian, I believe it is morally wrong to be using the image of sex as a selling tool!'

'Everyone I have spoken to agrees that it is obscene and beneath the standard we should expect on Australian T.V.'

'We all know that "smut" and sexual innuendo is (sic) frequently used in advertisements, however, the Zantac ad lives at the bottom of the barrel. It's degrading to all people, not only women and children. The ad is not funny, or good old Aussie humour, its (sic) just plain distasteful and garbage.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined, given the contextual humour of the advertisement, that the material within it did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.