



CASE REPORT

1. Complaint reference number	165/07
2. Advertiser	Reckitt Benckiser Aust Pty Ltd (Nurofen Plus)
3. Product	Health products
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 12 June 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens inside an elaborate, exotic castle, where a jewellery heist is underway. A woman (a la Catherine Zeta Jones or Halle Berry) is skilfully stepping through a maze of red laser security beams. She twists and bends acrobatically to avoid setting off the alarms. A plinth in the middle of the room has an exquisite tiara on it. Suddenly the woman freezes and a bead of sweat trickles down her forehead - we can see from her grimacing expression that she has a debilitating twinge in her back and is in terrible pain. Carefully avoiding the laser beams, she unzips a pouch attached to her leg, and pulls out a pack of Nurofen Plus. Then equally methodically, she unstraps a flask of water strapped to her waist. A quick shot is shown of a security guard on duty opening a pack of biscuits beside his steaming cup of tea, oblivious to the woman's presence. The woman's silhouette is shown frozen, with a large Nurofen target zooming in on her lower back as a voiceover announces "Nurofen PLUS has the targeted relief of Nurofen tablets plus the added strength of a second pain reliever for strong pain". The security guard is then seen scrunching his empty packet of biscuits as he pushes away his empty cup of tea. The clock on the wall behind him has shown 20 minute time elapse. As the scene returns to the woman she smiles with relief, stands up and stretches in pleasure, the pain obviously gone. As all the alarms go off at her movement across the laser beams, the security guard jumps in shock and we see the woman doing an amazing mid-air back-flip somersault. The security guard bursts into the empty room scanning his torch but an intruder is nowhere to be seen. A plinth where the tiara was displayed is empty, except for a pack of Nurofen PLUS and a flask of water. The baffled guard continues to scan the room with his torchlight and the beam dissolves into the Nurofen target, with the word PLUS supered over it.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This is the WRONG SIGNAL to be sending to anyone. It implies stealing is OK and you can take any legal drug to enable you to do so.

THE ADVERTISER'S RESPONSE

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

It is our view that the Nurofen commercial does not, either explicitly or by implication, convey an imager that encourages stealing. The scene is clearly not grounded in reality as it employs a tongue-in-cheek fantasy scenario and portrays achievement of a physical task that only appears in movies.

The scene in the nurofen commercial is immediately recognisable to viewers as being reminiscent, and a parody of, similar numerous scenes in movies such as "Entrapment", "Mission: Impossible"

and "Oceans 12" in which a character is required to perform the impossible task of skilfully circumventing laser beams to reach their objective using their physical agility and by employing acrobatic and gymnastic moves all the while demonstrating an unbelievable level of control and precision.

Any reasonable person viewing the Nurofen commercial is more than likely to interpret the scene as a satirical take on an established genre of film and not as a sanctioning of stealing or anti social behaviour.

THE DETERMINATION

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

The Board viewed the advertisement and noted that the advertisement depicts a theft scene in a manner that is a clear reference to scenes from a number of well known movies. The Board considered that this advertisement's depiction of a thief in the context of copying a scene from a well known movie does not encourage theft or depict material that is contrary to prevailing community standards.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.