



CASE REPORT

1. Complaint reference number	167/04
2. Advertiser	Pfizer Pty Ltd (Benadryl)
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, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts each member of a child named Billy's family, looking tired or sleepy due to having been kept up by Billy's cough. Billy's mum falls asleep at the ironing board and at the pharmacy counter. Billy's dad falls asleep in a boardroom meeting. The voiceover states that Billy's mum should get Benadryl Nighttime.

THE COMPLAINT

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

"I find the construction of the ad offensive. My particular issue is that the mother is pictured ironing (housework) and not at an office or other place of work, and conversely that the father is pictured at work and not at home looking after his son."

"The ad is constructed in my opinion in a way reminiscent of the 1950's and 60's, and sends a message that the house work and health care of the family are the responsibility of the mother, and not of both parents."

THE ADVERTISER'S RESPONSE

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

"The intent of the ad was to show that the family's sleep has been interrupted by one member of the family having a cough at night, and does not intend to stereotype or demoralize women, or imply that ironing or house work in general is a function limited to that of the mother."

"The complainant will also note that the new packaging that was shown in the commercial has a white cartoon family mnemonic which is non-descript indicating our intention not to discriminate or vilify a race, ethnicity, sex, sexuality, religion or other family unit."

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

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

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