



CASE REPORT

1. Complaint reference number	177/99
2. Advertiser	Schering-Plough Animal Health Ltd (Coopers Magnum)
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a young boy, running around amongst a flock of sheep pretending to shoot a toy pistol, saying ‘Zap! Zap! Zap!’ A voiceover says ‘Remember when you thought you had the best toy? Then, along came something even better’. Another boy is shown with a large water shooter, who proceeds to chase the first boy and spray him with water. The voiceover continues ‘Well, now there’s a better IGR Pour-on for sheep. Coopers Magnum. It’s super effective on lice and, unlike ‘Zap’, it’s water based so it’s super easy to use. Won’t block your gun and even works in the rain. Move up to Coopers Magnum – the advanced IGR Pour-On’. The advertisement concludes with a picture of a drum of Coopers Magnum.

THE COMPLAINT

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

“This showed young boys as if they were spraying each other with the chemical ... the advertiser seems to have forgotten that children should not be allowed near toxic substances or that they are likely to believe it a safe game, having seen it on TV.”

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 that the advertisement did not depict material contrary to prevailing community standards on health and safety. It was noted, in passing, that the boys were shown playing with water pistols in a friendly manner and that there was no suggestion that they were spraying each other with the chemical product being advertised. The Board determined that the advertisement did not breach the Code and, accordingly, dismissed the complaint.