



## CASE REPORT

1. Complaint reference number	179/05
2. Advertiser	GlaxoSmithKline Australia Pty Ltd (Panadol)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 July 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts two female hockey teams about to start a match. The lead character is shown to take the field and then hold her head in pain. Although she begins to play with her headache, she soon realises that it is best to take time off the field and calls to be substituted. A voiceover states: *“It’s hard finding time for the things you love. When I do, I like to make the most of it. I don’t like letting myself or the team down. So it’s fair to say I don’t have time for headaches. That’s why I choose Panadol Rapid. The name says it all...”*. The main character is then shown to take Panadol and subsequently rejoin the game after halftime. The tagline: *“Panadol, it’s my choice”* then appears.

## THE COMPLAINT

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

*“I think the promotion of the use of Panadol as a sport enhancer should be stopped. The advertisement with the lady playing hockey who is losing with a headache, then takes a Panadol and wins the match. I think drugs in sports should not be promoted, don’t you?”*

## THE ADVERTISER’S RESPONSE

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

*“The intent is for the everyday person depicted therein to describe how in their specific situation Panadol is of sufficient efficacy to be their preferred brand of pain reliever.”*

*“At no stage does the script mention that Panadol is being used as a sport enhancer nor is such an occurrence depicted in the TVC. The female hockey player is clearly depicted as having a headache which both causes her to perform below her expectations and takes away from her enjoyment of what is clearly depicted as a local, amateur, everyday sporting event.”*

*“The TVC does not depict a sportsperson trying to gain some unfair advantage over the competition... There is no implication that taking Panadol will improve performance beyond what might be normally expected...”*

*“The other aspects of the complaint are likely a misunderstanding as: the female hockey player never scores a goal; her team is not shown to score any goals; no match scores are shown at any time to indicate who won or lost the game and both teams walk off the field together smiling and chatting to each other...”*

*“GSK believe that these facts reinforce our position that the advertisement is designed and executed to depict an everyday person who in the course of their daily routine experiences a*

*headache and takes a simple pain reliever to obtain symptomatic relief.”*

*“... Paracetamol is permitted for use in sport without restriction...”*

### **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 the depictions in the advertisement did not portray Panadol as a performance enhancing drug. The Board was of the opinion that the use of Panadol by the main character was to address her headache symptom and to help her rejoin and enjoy her friendly game of hockey.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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