



## **CASE REPORT**

1. Complaint reference number	188/98
2. Advertiser	Ministerial Tobacco Advisory Group
3. Product	Education
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement opens on a man lighting a cigarette. As he takes his first drag, the camera 'travels' down his throat. The next shot is of a pair of surgically gloved hands holding what appears to be pinkish tube. The voiceover is saying of the pinkish tube, '...this is part of an aorta, the main artery from the heart.' The voiceover continues, 'Smoking makes artery walls sticky and collect dangerous fatty deposits. The hand holding the aorta starts to squeeze the aorta which releases a fatty looking whitish substance. The voiceover continues, 'This much was found stuck to the aorta wall of a smoker aged 32...Every cigarette is doing you damage.'

## **THE COMPLAINT**

Comments the complainants made about the advertisement included:

*'I am all for the Quit Smoking, but every time I see this ad, I turn away in disgust...I am a reformed smoker, and am not against quitting (sic)...when this ad came on, I just cringe thinking about it. It put me off my food...DO NOT go overboard with Quit Smoking Ads...'*

## **THE DETERMINATION**

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

Members of the Board were of the view that the advertisement, viewed in the context of its message as a whole, did not contravene the Code and dismissed the complaint.