



## **CASE REPORT**

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| 1. Complaint reference number | 19/01  |
| 2. Advertiser                 | Boots Healthcare Aust Pty Ltd (UV Triplegard Sunscreen)  |
| 3. Product                    | Health Products  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Health and safety – section 2.6<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 13 February 2001                                |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement is set to the music and lyrics of the song, ‘Seasons in the Sun’, including : ‘Goodbye my trusted friend, we’ve known each other since we were nine or ten ..... goodbye Michelle it’s hard to die .....when all the birds are singing in the sky ..... we had joy we had fun, we had seasons in the sun’. The visual footage is shot in the style of home movies recording the life of the young man the subject of the advertisement. He is shown from a young age progressing to adulthood and there are a number of photographs of him enjoying the outdoors. Towards the end of the advertisement, we see the man with his young family and are then shown what is presumed to be his funeral. The advertisement draws to a close with a visual of a young mother (presumably his widow) and two children on a beach. The children are dressed in sun protective clothing and their mother applies sun screen. A female voiceover says, ‘Your family’s future is too precious to take risks in the sun. UV Triplegard offers protection you can trust for all seasons in the sun.’ The words, ‘Protection you can trust for all seasons in the sun’, are superimposed on the screen.

## **THE COMPLAINT**

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

*‘I believe that this advertisement is not only offensive to us as parents but to anyone who has lost children or people dear to them. When distressing, violent or offensive content is contained in news reports or television shows a warning is given to the viewer who can choose not to watch the material. There is no warning with this advertisement and therefore no option to turn it off or remove small children from the room.’*

## **THE DETERMINATION**

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

The Board appreciated the concerns expressed by the complainant but, after careful consideration, was of the view that the material within the advertisement did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint. The Board noted in passing that the advertiser had communicated scheduled viewing times to the complainant and commended the advertiser in this regard.