



CASE REPORT

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| 1. Complaint reference number | 192/00 |
| 2. Advertiser | Boots Healthcare Aust Pty Ltd (Strepsils Extra) |
| 3. Product | Health Products |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 July 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays in black and white a woman at a desk who takes a bite from an apple, clutches her throat and, as she sees spikes emerging from the apple, tosses it onto the desk. The spikes continue to emerge causing the apple to segment. She removes a coloured packet of Strepsils Extra from a handbag and takes one. A voiceover says, 'New Strepsils Extra with local anaesthetic gently numbs a sore throat bringing rapid relief.' The advertisement concludes with a shot in colour of the product and the spiked, segmented apple which reverts to an intact fruit, minus a bite, as the spikes fall from it.

THE COMPLAINT

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

'It is hard to explain to a 4 year old especially that spikes do not come out of apples and that they are ok to eat.'

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 material within the advertisement did not contravene prevailing community standards on Health and Safety; neither did the advertisement breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.