



CASE REPORT

- | | |
|-------------------------------|-------------------------------|
| 1. Complaint reference number | 193/04 |
| 2. Advertiser | Caring Foundation (Australia) |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 10 August 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a lady who gets out of bed in the middle of the night and stares out her window. The voiceover states: "They said you wouldn't be bothered by the voice calling for you in the night. There would be no trail of cereal in the house. No spills or stray toys. The clock ticks. All is calm and you realise there is still the voice. Abortion changes everything." A helpline phone number was provided.

THE COMPLAINT

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

"The ad essentially tells women that if they have an abortion, they will be woken to hear the voices of their dead unborn children crying out in the night."

"Women undertake this procedure for a variety of complex, social and medical reasons."

THE ADVERTISER'S RESPONSE

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

"The advertisement targets public perception towards those experiencing conflict and stress after abortion. The advertisements are not designed to attract customers, contact or dialogue between the viewer and the Foundation. This response will not attempt to validate or qualify Dr Griffith's complaint as his letter shows that he has a financial interest in the removal of the advertisement."

THE DETERMINATION

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

The Board found that the advertisement did not breach the Code on any grounds. The Board dismissed the complaint.