



CASE REPORT

1. Complaint reference number	208/00
2. Advertiser	National Expert Advisory Committee on Tobacco (Eye)
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man in a vehicle in a retail car park who lights a cigarette. A voiceover says, 'Every cigarette is doing you damage. Chemicals from tobacco smoke get into your blood stream and can damage the delicate blood vessels inside your eye. We now know that smoking is a major cause of irreversible blindness. Every cigarette is doing you damage'. During the voiceover, the camera pans to the tip of a cigarette and a flame, to the man's mouth as he inhales, down a human throat, to an eye extended upwards and downwards by a metal instrument, to blood vessels which burst and to the man's face as he exhales.

THE COMPLAINT

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

'So revolted was I by this scene that I gagged on the spot and it was all I could do to avoid vomiting. I have no objection to a graphic campaign designed to sway smokers away from their habit but I believe that the offending advertisement has gone "over the top" in its attempt to shock the viewer. The effect on young viewers could be to cause trauma requiring counselling.'

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 and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.