



## **CASE REPORT**

1. Complaint reference number	210/03
2. Advertiser	Wyeth Consumer Healthcare Pty Ltd (Dimetapp)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a child's bedroom scene where a small boy with a cough is seen climbing into a wicker toy box before the view changes to presenter Tracey Dale saying: "When the littlies are sick with coughs and colds, I feel terrible when they won't take their medicine." After another scene of the child playing with his toys in the toy box, she continues: "Taste is so important. That's why I only trust Dimetapp". Following a view of Dimetapp products and a comment that "It helps them get a good night's sleep," the child is shown hiding in the toy box with the lid closed. After being discovered there, he happily takes the medicine before a closing composite graphic and video features the presenter and the product together with a superimposed caption reading: 'Relieves kids as well as colds as well as coughs.'

## **THE COMPLAINT**

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

*"Children can suffocate in toy boxes...Children learn from others' behaviour ...my 4 year old son will think that it is perfectly okay to hide in a box and shut the lid."*

*"Many children die each year from hiding in confined spaces, thus they do not need further power of suggestion by viewing such an ad."*

## **THE DETERMINATION**

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

The Board acknowledged the advertiser's response to the complaint, noting that the wicker toy box with clearly evident ventilation was deliberately selected on safety grounds, and determined that the depiction in this advertisement did not breach the health and safety provisions of the Code.

On further determination that the content of this advertisement did not contravene the Code on any other grounds, the complaint was dismissed by the Board.