



CASE REPORT

1. Complaint reference number	226/07
2. Advertiser	GlaxoSmithKline Aust Pty Ltd (Panadol for Children)
3. Product	Health products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 August 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a doctor who is also a mother, with her baby, interacting with other mothers and babies in social situations. She explains that she has learned a lot from other mothers but when it came to relieving their baby's pain and fever, many mums are in the dark. She relates that she told them about children's Panadol - nothing works faster or is more effective, and it can be taken from when they are just one month old. Disclaimers appear throughout the advertisement as "Genuine opinion from commissioned testimonial". Always read the label. Use only as directed. Incorrect use could be harmful. For the temporary relief of pain and fever. Consult your healthcare professional if symptoms persist".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I find it absolutely offensive that Panadol is marketing its product to people who probably don't know any better and are suggesting that babies of 1 month old would benefit.

THE ADVERTISER'S RESPONSE

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

This particular advertisement was pre-cleared and vetted by the Australian Self-Medication Industry Advertising Services section...which is a mandatory pre-requisite for all therapeutic goods advertisements.

At no time does the "Mothers' Group" TVC prescribe to parents that they should be giving Panadol to babies one month old unilaterally. Conversely, the facts are that the advertisement depicts a mother, who is also a doctor, endorsing children's Panadol as her preferred brand of pain reliever for her child, and to describe how and when Children's Panadol might be used, i.e. to relieve pain and fever from the age of one month. It does not suggest in any way that Children's Panadol should be given to children outside these approved indications, or that it is suitable in every circumstance.

Children's Panadol 1 month - 2 years Colourfree Baby Drops (which are depicted in the advertisement) have been advertised directly to parents as being suitable for children from one month of age for over 20 years. We do not believe that after such a long period of exposure that parents would be confused because they "probably do not know any better".

This advertisement has been on air for a period of over 16 months, and prior to this complaint we have not received any other complaints.

We believe that we have acted diligently and responsibly in the handling of this TVC and have in no way depicted circumstances contrary to the prevailing community standards on health and safety.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement inappropriately promoted the use of the product in children as young as one month old. The Board viewed the advertisement and considered that the advertisement did not inappropriately promote the use of the product in very young babies - rather it simply stated as part of a description of possible use, that the product could be used for babies as young as one month old. The Board considered this statement appropriate and an accurate description of the product.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.