



CASE REPORT

1. Complaint reference number	230/02
2. Advertiser	The Cancer Council Australia
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 October 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a series of images which include:

- 1 an elderly woman placing daffodils in a vase, glancing over her shoulder to an empty armchair;
- 2 a couple putting away a trophy from a child's empty bedroom;
- 3 two women talking and laughing after one of them has recovered from cancer (as shown by an image of her in the hospital); and
- 4 a young boy sitting in an empty bedroom looking wistfully at what appears to be his mother's hairbrush

The voice over that accompanies these images states: "One in three Australians get cancer".

The accompanying song ("Yellow") is readily identifiable with daffodils. The caption and voice over say: 'Who will buy a daffodil for Daffodil Day?'

THE COMPLAINT

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

"... it is very ugly and is the most depressing ad. ...It claims that nearly one out of three people suffer from cancer. I do not believe this and it seems that it might involve manipulation of statistics simply for shock tactics..."

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 noted the response from the advertiser detailing that the figures produced were from statistics by the Australian Institute of Health and Welfare, and requested that this information should be forwarded to the complainants.

The Board acknowledged that while some people might find the advertising material offensive, it contained an important health message.

It determined within the context of prevailing community standards the advertisement did not contravene the Code's provisions relating to health and safety issues and did not breach the code on any other ground.

Accordingly, the complaint was dismissed.