



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |                             |
|-------------------------------|-----------------------------|
| 1. Complaint reference number | 233/01                      |
| 2. Advertiser                 | Cancer Foundation of WA Inc |
| 3. Product                    | Community Awareness         |
| 4. Type of advertisement      | TV                          |
| 5. Nature of complaint        | Other - Miscellaneous       |
| 6. Date of determination      | Tuesday, 11 September 2001  |
| 7. DETERMINATION              | Dismissed                   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a medical operating room scene, where a section of a removed organ is shown being placed in a dish. A person identified by a caption as a chest surgeon says to camera: "No matter who the person is, when you tell them their smoking has led to lung cancer, they feel overwhelming regret. They all say 'Why didn't I listen and stop sooner?'" Shown at this point cutting into the bloody removed organ with a scalpel, he continues: "Well this is your chance to listen. It may be your last." The advertisement closes on a caption reading "Make Smoking History."

## **THE COMPLAINT**

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

*"Up come the advertising which are of the family variety, then suddenly without warning comes the man holding a big black red bloody blob of guts that came out of some person ... I promise you I never had time to overt my eyes and I really nearly vomited... When TV was invented it was invisioned [sic] to Entertain for Fun not to make you almost throw up."*

## **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 determined that there were no grounds on which the advertisement could be found in contravention of the Code. Accordingly, the complaint was dismissed.