



CASE REPORT

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| 1. Complaint reference number | 24/99 |
| 2. Advertiser | Cancer Foundation of WA |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 Other - Causes alarm and distress to children Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 February 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts surgical procedures for removal of skin cancers accompanied by a voiceover. The term ‘buggers’ is used as a euphemism for skin cancers.

THE COMPLAINT

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

‘The advertisement is offensive in terms of both vision and content. I find the medical procedure distressing and I would not want my children to view it...It will...scare people into not having their moles checked for fear of disfigurement...voice over trivialises the serious issue of malignant melanoma as a deadly form of cancer...feel the advertisement is simply “shock value” and is actually very damaging.’

‘...this advert does not educate or change the public perception; it simply disgusts and nauseates and ultimately rebounds unfavourably on the sponsoring body.’

‘I must complain about the language (in this advertisement)...Reference is made to “these nasty little buggers...considered the word entirely unacceptable when children were watching...’

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 the advertisement, viewed in the context of its message as a whole, did not breach the Code and dismissed the complaint.