



CASE REPORT

1. Complaint reference number	240/02
2. Advertiser	GlaxoSmithKline Australia - Beconase
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 October 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts cartoon-like characters with exaggerated ‘big-heads’ to represent hay-fever suffering. There are a series of scenes including:

- 1) a female character walking in the park, but avoiding the flowers;
- 2) a male character having difficulty playing a guitar;
- 3) a female character showing signs of difficulty because she is unable to properly ride a bicycle; and
- 4) a woman who is attempting to read a newspaper.

All the characters are suffering what appears to be hay-fever symptoms. The voice over states: “...Beconase can help, because Beconase hay-fever not only treats the symptoms you can see, it helps clear your head as well. Beconase hay-fever treatment cuts hay-fever down to size”.

THE COMPLAINT

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

“The Roads and Traffic Authority is concerned about the portrayal in cartoon form, of a young woman riding a bicycle ... The woman is not wearing a bicycle helmet ... Such a portrayal of illegal and unsafe behaviour is of great concern ... It is also of concern however, that the advertisements portray such behaviour in a carefree way. The advertisements are setting a poor example ... “

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 that the advertisement employed cartoon-like animation in the portrayal of people suffering hay-fever. This included a young woman who was not wearing a helmet while riding a bicycle.

The Board determined that the portrayal was clearly fanciful and did not breach the provisions of the Code relating to health and safety.

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