



CASE REPORT

1. Complaint reference number	243/02
2. Advertiser	The Quit Campaign
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

This advertisement is substantially the same as the subject of Complaint 236/02. The images depict similar health professionals who assist people who suffer from cancer. One of these is the person in charge of chemotherapy. The text states: ‘Nice people – but you don’t want to meet them’. The final image contains the words in voiceover supported text reading: ‘If you want to quit smoking, help is available’.

THE COMPLAINT

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

“I watched your new ad on TV this evening and I still heard the words chemo and radiation which I find very hard to listen to ... This ad still hits home to more people (who) have had these treatments, not the ones that have not, it is wrong...”

“If this ad is to Quit Smoking and meant for the young people, why is it they are still able to smoke in Discos and Pubs and Bars ... So what does this ad do, only hurt the people that it reminds of the treatment they have had from some other form of cancer ... “

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 was of the view that the material contained within the advertisement did not contravene prevailing community standards in its portrayal of health and safety issues.

The Board further determined that the advertisement did not breach the Code on these or any other grounds and accordingly, dismissed the complaint.