



## **CASE REPORT**

1. Complaint reference number	244/06
2. Advertiser	Wyeth Consumer Healthcare (Advil)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features actress Rebecca Gibney trying to prepare a lunch time meal for expected guests and trying to learn “lines”. As children in dress-up clothes pour into the kitchen from outside her voiceover is heard “Sometimes I get little headaches” and as her husband barges through playing cowboys and Indians, with a child on his back “Sometimes big pains.... I get back pain, monthly pain, shoulder pain.....then I can become a bit of a pain myself. But you’ve just got to keep it together and that’s why I trust Advil”. As her guests turn up early and her husband seems too involved playing with the children to notice, Rebecca greets them then retreats to the kitchen to take two Advil. The group is then seen enjoying a leisurely and stress-free meal, and later in the day, Rebecca is shown able to relax and concentrate on her “lines”, until we see her young son sneak up quietly behind her and place a cowboy hat on her head.

## **THE COMPLAINT**

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

*The add (sic) is suggesting taking a pharmaceutical drug as a panacea for the minor annoyances of every day life rather than just being specific to short term physical pain or alternatively seeking help if motherhood/marriage is overwhelmingly psychologically painful. If the add (sic) were to be taken at face value many of us could be led to believe we could take this drug all day everyday and be all the cheerier for it. The next generation of valium valley?*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The advertisement does not state or imply that Advil is suitable for any type of psychological pain.*

*At no point during extensive focus groups did any of the target audience identify Advil as being anything like the “next generation of valium valley”.*

*This advertisement was approved by the Australian Self-Medication Industry and the advertisement contains all the necessary mandatory and warning statements.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement promoted the use of pain killers for minor reasons leading to possible over reliance.

The Board noted that the advertised product is approved by relevant Commonwealth legislation for use for minor ailments such as those described in the advertisement. The Board noted that the advertisement promoted the product's use for its approved and intended purpose, not in inappropriate quantities or for irrelevant purposes. On this basis the Board considered that the advertisement did not depict material that is contrary to prevailing community standards on health and safety.

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