



CASE REPORT

1. Complaint reference number	248/99
2. Advertiser	Centenary Institute of Cancer, Medicine & Cell Biology
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a scene of the deceased actor Steve McQueen talking to the camera. The original footage is from the 1965 movie 'The Cincinnati Kid' but has been digitally edited by the apparent superimposition of another person's mouth, speaking the words 'I died in 1980. There wasn't a cure for cancer then and there isn't one now. But they reckon it won't be too long before one is found. Even better, they're looking at ways to stop you ever getting cancer. We all know prevention is better than cure. What you may not know is that the cancer puzzle could be solved by a team of medical researchers in Australia – the Centenary Institute. When they do crack it, then cancer will be history.'

THE COMPLAINT

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

"... how can one explain to a child when they hear this person saying they have been dead since 1980, that it is only a trick, that someone else is speaking the words ... This ad just glorifies death and makes it seem like a lot of fun and tells children that death is not permanent."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not offend prevailing community views and standards. The board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.