



## **CASE REPORT**

1. Complaint reference number	261/02
2. Advertiser	Alphapharm Pty Ltd
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a female hand holding and opening a packet of tablets labelled 'Alphapharm.' An accompanying voiceover asks: "Do you use prescription medicines?" and continues: "Ask your chemist for Alphapharm. Alphapharm medicines are of the highest quality but have the lowest price." The view changes to an image of a product pack with coins being pushed from the packet in place of tablets. A voiceover states: "They are just as effective as more expensive medicine, but you'll save up to \$2.00 per prescription, sometimes more. And over time those savings really add up. Ask your chemist for Alphapharm." The final image displays the advertiser's logo supported by the advice, in text and voice: "Highest Quality, Lowest Price." The Board also viewed a similar advertisement using a bottle rather than a packet.

## **THE COMPLAINT**

Comments which the complainant/s made regarding these advertisements included the following:

*"...I am very concerned because of this ad that children will play with medicine, trying to get money..."*

## **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 did not breach the health and safety provisions of the Code.

Finding the material did not contravene any other area of the Code, the Board dismissed the complaint.