



## **CASE REPORT**

1. Complaint reference number	311/01
2. Advertiser	National Australia Bank Ltd (Ovarian Cancer Research Foundation)
3. Product	Community Awareness
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a photograph of Raelene Boyle MBE, describing her as: “Olympic legend, cancer survivor and National Community Ambassador,” under large-type text reading: “For most woman diagnosed with Ovarian Cancer, it’s too late.” Below the photograph, further text reads: “More than two Australian women die from ovarian cancer every day. Sadly, no simple or effective screening method currently exists. That means most women diagnosed are already in the advanced stages of the disease.” It then provides details of the National Australia Bank Ovarian Cancer Research Foundation, soliciting donations “at any National branch.” The advertisement incorporates the National Bank’s standard logo and that of the foundation.

## **THE COMPLAINT**

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

*‘This ad reinforces some people’s attitudes towards Cancer which is that if you have Cancer there is no hope and death is sooner rather than later. Could you please have this ad withdrawn or at least modified to accommodate hope.’*

## **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, while appreciating the complainant’s point of view, was of the view that health message within the advertising material was paramount. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.