



CASE REPORT

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| 1. Complaint reference number | 414/07 |
| 2. Advertiser | News Ltd (Weekend Australian) |
| 3. Product | Media |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 December 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement depicts people gathered around a swimming pool, which appears to be on the roof of a city building. One woman in a bikini is lying beside the pool smoking from a hooka pipe as smoke billows from a tall building behind her - an incident to which no one is paying any attention. Texts reads "Take A BROADER VIEW."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Unnecessary glamourisation of smoking as something cool, exotic or cosmopolitan. Smoking cheesha has nothing to do with good journalism.

THE ADVERTISER'S RESPONSE

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

The objective of this is campaign was to highlight the broad spectrum of issues and topics covered to The Weekend Australian occasional readers, to inform them The Weekend Australian will allow them to be better informed on a variety of topics and issues and encourage them to "Take a broader view" by reading our newspaper. The key to this campaign was to use imagery that had already run in the newspaper that supported this claim, was unique and extremely compelling.

The "Girl by the Pool" image definitely delivered on this requirement as the focus in this particular image was the fact that life goes on as normal in Lebanon even after a building block has been bombed to the point of non inhabitable. The image is therefore not a comment on smoking and definitely doesn't glamourise it.

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 glamourises smoking.

The Board considered whether the portrayal of a young woman who appears to be smoking was a depiction of material that contravened community standards on health and safety. The Board noted that government policy is to reduce the exposure of the public to messages and images that may persuade them to start or continue smoking or use tobacco products. The Board considered that while the community tolerates a level of smoking it does not tolerate images which promote smoking as

glamorous or cool.

The Board considered that this advertisement did not glamourise cigarette smoking. The Board noted that the woman is smoking from what is likely to be a Lebanese version of a sheesha and that this image is unlikely to promote cigarette smoking. The Board also considered that the image in the advertisement of the woman lying beside a pool beside a bombed building, with the words 'Take a broader view', are meant to challenge the reader to look closely at the advertisement and consider the total context of the woman's situation. The Board considered that this setting was a fantasy setting, with an unusual smoking utensil and that the image as a whole was removed from the reality of nicotine addiction.

The Board considered that the image of smoking in the advertisement was removed from reality and was unlikely to encourage smoking. On this basis the Board determined that the advertisement did not contain material that is contrary to prevailing community standards on health and safety.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.