



CASE REPORT

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| 1. Complaint reference number | 43/08 |
| 2. Advertiser | ACP Publishing Pty Ltd (Women's Weekly) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Wednesday, 13 February 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

In this television advertisement a female voiceover announces "In our February issue, Fergie reveals how she's gone from the brink of bankruptcy to being the toast of New York. Kath and Kim's Jane Turner reveals the passion that drives her. Meet the world's first Aussie Geisha. Four fabulous crash diets to drop a dress size by Saturday. And new ideas for healthy school lunchboxes. Plus get your free Australian Geographic giant world map with beautiful animal photographs on the back valued at \$14.95."

THE COMPLAINT

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

The reason why I am offended and upset is the reference the voice over makes to one of the front cover stories on the magazine. The exact words used are: "Four fabulous crash diets to drop a dress size by Saturday!" I can't believe in this day and age with all the risks known about quick-fix crash diets that this story is printed (which I understand is not of your fault), however to then publically advertise it during prime time tv and have it encouraged as a great thing for women to do is outrageous. I think it is very careless to promote weight loss in this way, and it should not be glorified.

THE ADVERTISER'S RESPONSE

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

The complainant asserts that it is "outrageous" and "careless" to promote "quick-fix crash diets". However, the advertisement complained of does not promote crash dieting; it promotes four specific diets that are published in the February 2008 issue of The Australian Women's Weekly. Each of those diets was developed by qualified nutritional science experts and text accompanying the article discusses issues that should be taken into consideration before undertaking on one of the four diets.

Undertaking a diet recommended by a qualified nutritional science expert is not contrary to community standards on health and safety. Moreover, the claimed results – "dropping a dress size" over the stipulated dieting period – are realistic and not misleading.

ACP Magazines does not endorse unhealthy weight loss practices. Through its publications, ACP Magazines provides its readers with a broad range of reputable information concerning health, fitness and weight loss. The Australian Women's Weekly is recognised by its readers – principally women in their 30s and 40s – as a reliable source of sensible information on those issues.

The part of the advertisement complained of is a factually accurate description of an article that concerns four dieting programs developed by appropriately qualified experts. The advertisement raises no concerns under the AANA Advertiser Code of Ethics.

I would be pleased to provide the Bureau with any further information that it requires in relation to the advertisement.

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 about the article in the magazine and about the mention of that article in the advertisement for the magazine. The Board noted that it is not its role to comment on the editorial or story content of magazines.

The Board considered that, while crash dieting is not necessarily well received or recommended by some health professionals and sections of society, it could not be said that at this point in time the advertising of crash diets was in fact contrary to prevailing community standards on health and safety. The Board considered that this may well become the community standard over time, but considered overall that the promotion of a crash diet in the context of a women's magazine was not a promotion that is in breach of Section 2.6 of the Code.

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