



CASE REPORT

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| 1. Complaint reference number | 50/02 |
| 2. Advertiser | Roche Products Pty Ltd (Obesity Consumer Awareness Campaign - Xenical - 'Linda's Story') |
| 3. Product | Health Products |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a graphic reading ‘Linda’s Story,’ which is followed by a sequence of family photographs as a woman says: “Making me want to lose weight was seeing this picture that Wayne drew at school and underneath he wrote I wish Mum had more energy and would play with us a lot more. It brought tears to my eyes and made me realise—hey, you’re not doing the best for your kids”. With an accompanying caption reading ‘Lose weight. Gain life’ and a contact telephone number, the woman appears on screen saying: “Through the pregnancy with Jessica I craved cream buns so I had one every single day. When I first saw my doctor about losing weight, he told me there was a scientifically proven treatment that he’d used very successfully. That treatment has helped me lose 18 kilos. I can’t tell you the name of the treatment, but go and speak to your Doctor. He can tell you. I’ve reached my goal weight, I’m not looking back, I’m looking forward to the future. I’m doing all the sport that I used to do. I’m back in the pool, swimming and teaching again. I go to the gym 5 days a week. I’ve just got lots more energy”. A man appears on screen saying: “She’s like the girl I knew before we got married. She’s fantastic”.

The woman returns to say: “If you’re serious about losing weight and want to change your life around, you really have to go and see your Doctor. He can give you all the help and support that you need.” Over a graphic featuring a contact telephone number and carrying a Roche logo, the woman says: “To find out how you can lose weight and gain life, call 1800 01 79 now, or talk to your doctor”.

THE COMPLAINT

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

“It is unacceptable to infer that a doctor will be male. Many women are licensed doctors. This advertisement sends a dangerous, and incorrect, gender message that only males are doctors.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Noting the advertiser’s advice that the advertisement was based on a genuine case study where the woman’s doctor happened to be male, the Board determined that the material did not represent discrimination and/or vilification as represented in the Code.

The Board further determined that the content of the advertisement did not breach the Code on any grounds and dismissed the complaint accordingly.