



CASE REPORT

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| 1. Complaint reference number | 53/07 |
| 2. Advertiser | Advanced Medical Institute (Heart Check Clinic) |
| 3. Product | Professional services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 March 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

There are two radio advertisements which feature the sound of a train horn, increasing in volume as the ad progresses. One voice-over advises "Imagine this train is a heart attack. The more overweight you get...the more you smoke...the more irregular your heart beats...the more tight your chest, and short of breath you get...the closer it gets. Call the Heart Check Clinic before you have a heart attack...not after. The second voice over asks "Did you know that one in four Australian adults will suffer a heart attack, which is the main cause of death? And that 90% of us have at least one of the risk factors behind heart disease? So if you've experience any chest discomfort or shortage of breath, and have risk factors like cholesterol, blood pressure, smoking, being overweight, or having a family history, you should call the Australian Heart Check Clinic now. on 1800 20 60 60 for a heart function test. It's fully covered by Medicare."

THE COMPLAINT

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

(These ads) should be withdrawn because (they) promote the very disease (they) seek to cure. Noise exposure is a risk factor in heart disease. The horn sound is used for shock advertising, to gain the attention of the audience.

THE ADVERTISER'S RESPONSE

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

I do not feel that the ad breaches ANY of the issues under the AANA Advertiser Code of Ethics.

Note from radio station: I have changed the sound effects as the previous ones were too loud.

THE DETERMINATION

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

The Board did not agree that the occurrence of a horn or train whistle in a radio advertisement could be considered "chronic" noise that would cause heart disease.

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