



CASE REPORT

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| 1. Complaint reference number | 56/05 |
| 2. Advertiser | Pfizer Pty Ltd (Nicorette 16 hour patch) |
| 3. Product | Health Products |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a man sleeping in his bed. As he sleeps he reaches over and removes a cigarette from a packet lying at the side of his bed. He is then shown to smoke the cigarette whilst lying in bed, asleep. The voiceover then explains that smokers do not smoke when they are asleep and do not require a 24 hour smoking patch, thus highlighting the benefit of a 16 hour patch.

THE COMPLAINT

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

“The advertisement depicts an unsafe image of a male smoking in bed. ... The dangerous visual image is more powerful than the verbal message. ... Further, as it is shown during a children’s viewing period, the advertisement depicts a product that is prohibited by law to children and depicts an improper use of a dangerous product to children.”

THE ADVERTISER’S RESPONSE

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

“We dispute the inference that this ad is irresponsible in showing a man smoking in his sleep. The advertisement was designed to be an “illogical” situation, a point well understood by smokers.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.