



CASE REPORT

1. Complaint reference number	60/07
2. Advertiser	Pfizer Pty Ltd (Diflucan)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 March 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a woman on a chair in front of a camera, saying "I still think it's pretty amazing that I can treat myself for vaginal thrush right here on television. Of course the crew don't think it's such a big deal anymore...do you guys?" A member of the film crew looking bored and nonchalant replies "Yeah...whatever". The woman takes a tablet with a glass of water and smiles. She adds "And now there's Diflucan Duo. Same simple thrush treatment ...but with a cream, for fast relief from itching". As she squeezes the cream onto her fingers the director, obviously flustered calls "Cut. Cut" as the woman smiles and says "That woke you up".

THE COMPLAINT

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

You don't see a man treating himself for prostate cancer on TV now, females are quite aware on how to find out information on this matter without it being plastered on the TV.

There are some things which women find personal and something like this is very offensive, something you discuss with a chemist or doctor - not discussed in front of millions of viewers. I don't see any adverts for penile warts or male genitalia medical problems. It is gender offensive as well.

These are private and sensitive issues - adult issues - and this very public advertising is unnecessary.

THE ADVERTISER'S RESPONSE

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

We strongly deny that the advertisement is in any way in breach of Section 2 of the Code.

The purpose of the advertisement is to create mass awareness of this product offering in order to allow women to make educated, informed decisions on how they manage their health. Our advertising aims to de-stigmatise what can be a very uncomfortable condition for women by taking a positive light-hearted approach.

This scenario certainly would be taken by the majority of viewers to be entertaining and an optimistic approach to what can be a discomforting condition. The advertisement does not in any way degrade or embarrass women.

THE DETERMINATION

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

The Board considered whether the advertisement breached Section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted that part of the complainants' concerns related to the fact that the product – a treatment for vaginal thrush - was advertised at all. The Board noted that advertisers have a right to advertise their products, provided that such advertising is in accordance with the Code.

The Board noted that although the nature of the product might be confronting for some viewers, the language and imagery were not explicit or inappropriate.

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