



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 65/00 |
| 2. Advertiser | National Expert Advisory Committee on Tobacco (Tumour) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a man inhaling from a cigarette and then appears to follow the path of the smoke down into the man's lungs. Voiceover says 'Every cigarette is doing you damage. New research shows how tobacco smoke attacks a vital gene that protects lung cells from cancer. One damaged cell is all it takes to start lung cancer growing'. During this, a time lapse sequence is shown, apparently in a simulation of a cancerous tumour growing inside the man's lungs. The shot then reverts to the man standing in the street, smoking, as voiceover says 'Every cigarette is doing you damage'.

THE COMPLAINT

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

"I see these negative suggestions of visualisation very destructive – in my opinion can be likened to that of black magic or voodoo. Not only do I see them to be destructive they offend religious and cultural beliefs ... I should imagine a person would have difficulty maintaining a healthy condition while constantly being exposed to fear. This bullying must stop."

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the advertisement endeavoured to convey an important public health message and utilised a strong, but justified theme in this context. The Board, accordingly, dismissed the complaint.