



CASE REPORT

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| 1. Complaint reference number | 93/00 |
| 2. Advertiser | Rocky Bay |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows the face of a baby, Ben, who is said to suffer from muscular dystrophy, and whose colour fades as the voiceover proceeds. The child's poor prognosis is described and donations are sought: 'Please, give generously to Rocky Bay . Ben's life is what we make it.'

THE COMPLAINT

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

'..... I heard of one boy who has seen it and asked his mum did it mean he would die? I feel very strongly that it is for parents and perhaps a child's doctor to tell him this kind of news, not find it out from his entertainment source.'

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 raise any issues covered by the Code and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.