



Case Report

1	Case Number	0051/12
2	Advertiser	Kulkyne Kampers
3	Product	Leisure & Sport
4	Type of Advertisement / media	TV
5	Date of Determination	14/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Cruelty to animals

DESCRIPTION OF THE ADVERTISEMENT

The advertisement says you can catch yabbies better if you use the Kulkyne pyramid net and shows a fishermen catching yabbies in the net and then emptying them in to buckets.

THE COMPLAINT

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

Graphically showed the killing of prawns and crabs.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

No response received from advertiser.

THE DETERMINATION

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

The Board noted the complainants’ concerns that the advertisement graphically shows the killing of prawns and crabs.

The Board viewed the advertisement and noted the advertiser had not provided a response.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised”.

The Board noted that the advertisement depicts a fisherman using a Kulkyne pyramid net to catch yabbies which are then put in to a bucket holding previously caught yabbies.

The Board considered that it is reasonable to show the product being used and noted that whilst the yabbies are clearly going to die as a result of being taken out of the water and placed in a bucket the fisherman does not do anything else with them. The Board noted that some people may have a personal objection to fishing but that such depictions are not prohibited. The Board considered that the advertisement did not depict any graphic material and did not present or portray violence.

The Board determined that the advertisement did not breach Section 2.3 of the Code.

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