



Case Report

1	Case Number	0087/16
2	Advertiser	Indeed
3	Product	Employment
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	23/03/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Cruelty to animals

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features different people employed in different jobs: Industrial Designer, Application Developer, Mechanical Engineer etc. A voiceover says, "How do robots work?" and we see the different people doing their jobs in relation to designing and building a robot. When we come to the Social Media Manager we see her watching a video of a cat riding a vacuum cleaner on YouTube. The voiceover then goes on to say that the best place to find the job that's right for you is on the world's best website, Indeed.

THE COMPLAINT

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

The ad includes a clip of a cat riding on a robot vacuum cleaner. The cat is dressed in a space suit of some sort and is obviously distressed. I can only assume that the suit is fixed to the cleaner with velcro or the like, otherwise, given a choice the cat would jump off the moment the cleaner began to move.

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

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 complainant’s concern that the advertisement shows a cat riding on a robot vacuum cleaner, dressed in a space suit and obviously distressed.

The Board viewed the advertisement and noted the advertiser had not responded.

The Board noted this advertisement features a cat sitting on top of a moving flat topped robot vacuum cleaner.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 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 in the advertisement the cat is not harmed in any way and that it does not appear to be distressed in the scene where it is shown sitting on a moving robot vacuum.

The Board acknowledged that some members of the community could find the advertisement to be disturbing and would consider tying a cat to an object as animal cruelty.

The Board considered however that while this is not behaviour that should be copied, in the context of this advertisement, it is intended to be light hearted in the depiction of what a social media manager may view online and there is no suggestion of the animal being harmed.

The Board considered that the advertisement did not depict 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.

