



Case Report

1	Case Number	0140/13
2	Advertiser	Virbac Australia
3	Product	Professional Service
4	Type of Advertisement / media	TV
5	Date of Determination	01/05/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.3 - Violence Causes alarm and distress
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A man walks through an abattoir explaining the benefits of using Cydectin. There is footage of carcasses hanging near the man and a scene where the internal organs of an animal are shown as the man describes the damage that can be done to cattle by 'Ostertagia'

THE COMPLAINT

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

Both myself and my mother find this advertisement offensive and ask it to be removed as soon as is possible! Showing images of diseased cattle tongues while people are trying eat there dinner while watching during news time in prime time is quite clearly unacceptable! Why cannot advertising like be put on at a more acceptable time later on in the evening??? Like after 9PM!!!

THE ADVERTISER'S RESPONSE

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

The advertisement in question is for Cydectin Pour On for Cattle. The advertisement is designed to raise the awareness of the damage the internal parasite (Ostertagia) has on the productive capacity (weight gain) of cattle. Ostertagia has been identified by Meat and Livestock Australia as the most important cattle parasite in Southern Australia.

The advertisement address the damage (through weight loss) caused to the animal by not following a suitable treatment program. In particular, the advertisement addresses the specific damage done to the lining of the stomach (pictured during the advertisement) as a result of Ostertagia.

The advertisement is targeted at beef cattle producers looking to reduce the damage (weight loss) caused by Ostertagia.

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 is offensive and unacceptable for viewing.

The Board viewed the advertisement and noted the advertiser’s 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 features a man walking through an abattoir explaining the benefits of using Cydectin. There is footage of carcasses hanging near the man and a scene where the internal organs of an animal are shown as the man describes the damage that can be done to cattle by ‘Ostertagia’ – a cattle parasite.

The Board noted the complainants’ concerns that the imagery was offensive particularly when shown during meal times.

The Board noted that the advertisement presents a real-life situation of an abattoir. The Board noted that the man speaking is presenting information that is relevant to the product and is provided to the audience as factual and informative so as to inform farmers and potential customers of the benefits of using the pour-on product.

The Board noted that the advertisement includes a scene where the internal organs ie: the stomach of the animal are visible on a hospital style trolley as the man refers to the effects of the Osertagia parasite on cattle. The Board considered that the these scenes do not portray a level of violence that is unjustified in the context of the product being advertised.

Based on the above the Board determined that the advertisement did not depict material which would be in breach of Section 2.3 of the Code.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that some of the scenes in the advertisement may be considered disturbing or confronting to viewers particularly at certain times of the day. The Board noted however the G rating given by CAD and considered that the factual presentation and clinical approach within the advertisement did not amount to material that was contrary to community standards on health and safety and did not breach Section 2.6 of the Code.

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