



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0444/16</b>
<b>2</b>	<b>Advertiser</b>	<b>Godfreys</b>
<b>3</b>	<b>Product</b>	<b>House Goods Services</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV - Pay</b>
<b>5</b>	<b>Date of Determination</b>	<b>26/10/2016</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.3 - Violence Cruelty to animals

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is for a range of vacuum cleaners called the Hoover Lithium Cordless. The advertisement features a female cleaning up / vacuuming messes created by a bull running loose in a house. As the bull knocks things over, the woman vacuums the mess, and in the final scene we see her shake out a red cloth.

## THE COMPLAINT

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

*Bull fighting which I found irrelevant and offensive. bull fighting is cruel and not something that should be promoted for any product or service, To me its like having a whaling ship killing whales for advertising shoes....*

## THE ADVERTISER'S RESPONSE

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

*The Hoover Lithium Cordless Family commercials are being run in both 15 second and 30 second versions on Foxtel and on digital video networks.*

*The commercials feature a female talent vacuuming up a mess using the vacuum range being promoted. The mess is being created in an imagined situation where a bull is running loose within a home - similar to what can be imagined to be the proverbial "bull in a china shop". The female talent avoids the bull charging about the home at every turn while cleaning up the mess the bull has created, thereby demonstrating that the vacuum is cordless, light weight and easy to manoeuvre.*

*Contrary to the reason for the complaint, we believe the advertisement does not promote violence against the bull or the sport of bullfighting. No violence against any person or animal is featured or implied.*

*The creative supplied for this advertisement has been commissioned and supplied to Godfreys by the product supplier, a company called TTI. The commercials have previously been run in the United States of America without complaint, and for the purposes of running these ads in Australia the creative has been re-voiced with Australian talent. Both the 30 and 15 second commercial concludes with a still image of the four Hoover Lithium Life products and an end frame with the Godfreys logo, contact and Shopping Details.*

## **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 concerns that the advertisement promotes cruelty to animals by depicting bull fighting.

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 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 this television advertisement features a woman vacuuming up messes created by a bull running through her house.

The Board noted that the bull is clearly not real but computer generated and considered that the focus is on the woman cleaning up the mess made by the bull rather than engaging in a bull fight. The Board noted that the background music and the woman's movements (side stepping the bull, shaking a red cloth) are suggestive of bull fighting but considered that she is using a vacuum cleaner throughout the advertisement and in the Board's view the overall scenario is clearly fantastical and not suggestive of an actual bull fight.

The Board acknowledged there is a level of community concern around bull fighting but considered that in this instance the use of the bull fighting theme, with a computer generated bull, is a metaphor for trying to keep a tidy house and is not of itself a depiction of animal cruelty.

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 any other grounds, the Board dismissed the complaint.