



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0450/15</b>
<b>2</b>	<b>Advertiser</b>	<b>Global Shop Direct</b>
<b>3</b>	<b>Product</b>	<b>Retail</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/11/2015</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features different dogs playing with a Wobble Wag Giggle toy: a ball which emits a giggling noise when a dog chews it. A voiceover explains how this toy can help keep a dog active and occupied.

## THE COMPLAINT

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

*I think the ad should be removed from TV as the product is dangerous and could potentially train dogs to bite/mall small children.*

## THE ADVERTISER'S RESPONSE

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

*The item is a dog toy and while the spot does say "Wobble Wag Giggle ball uses unique sounds, colour and motion designed to mimic human laughter and joy" it visually looks very different from a child and while the sound it makes does "mimic" laughter the sound it would hard even for a dog to think the product is actually producing the same sound as a child. In the same way a regular squeaky dog toy can be compared to child squealing the sounds are not close enough to create the association for a dog between the sound and a child.*

## **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 depicts a dog’s toy which emits the sound of a young child laughing and could train dogs to bite children.

The Board viewed the advertisement and noted the advertiser’s response.

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 this television advertisement for a dog’s toy shows various breeds of dogs playing with a Wobble Wag Giggle ball which emits a giggling sound when bitten.

The Board noted that this product is legally allowed to be sold and advertised. The Board noted that the product looks like a ball and not a young child and considered that even if the sound it emits does sound like human giggling in the Board’s view it is extremely unlikely that a dog would think to bite or attack a young child, or any person, as a result of playing with this toy. The Board considered that the complainant’s interpretation is unlikely to be shared by the broad community.

The Board considered that the advertisement did not encourage dogs to attack children and did not depict material contrary to Prevailing Community Standards on health and safety.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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

