



Case Report

| | | |
|----------|--------------------------------------|--|
| 1 | Case Number | 0473/10 |
| 2 | Advertiser | World Society for Protection of Animals |
| 3 | Product | Community Awareness |
| 4 | Type of Advertisement / media | Pay TV |
| 5 | Date of Determination | 24/11/2010 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.2 - Violence Cruelty to animals

DESCRIPTION OF THE ADVERTISEMENT

This complaint refers to our TVC raising awareness and asking for support for our Bear Baiting Campaign, Bricks for Bears which has appeared as a Community Service Announcement on National Geographic Channel.

THE COMPLAINT

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

The images of bears who are chained up and being attacked by dogs in organised "fights" is very graphic and upsetting. I am not sure but I believe it was shown on National Geographic or one of those similar "family friendly" channels on Foxtel. I am an animal lover and would support a charity like that but I don't believe these images should be able to be used on TV unless there is a warning advising discretion. My daughter who is 14 was very disturbed by what she saw.

THE ADVERTISER'S RESPONSE

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

As with all charities, finding new supporters is very important so we can continue to fund our various campaigns and projects around the world. We have a responsibility to find these supporters as cost effectively as possible. We also have another very important role, and that is to raise awareness about animal welfare issues. Advertising gives us access to a very large audience that we need reach to generate the vital funds that are needed to help animals. We do try and balance portraying an honest picture about what is happening around the world, without being too graphic. We have tried using various images and stories and from the great support and feedback we have received, we feel we have that balance about right. The ad features our Ambassador, Nick Maxwell who is captain of Collingwood AFL and links the "sport" of bear baiting in Pakistan with his profession – to help raise awareness that "Bear baiting is not a sport" and raise funds to help us build a sanctuary and provide ongoing care for these bears.

You can see a copy of the TVC at http://www.youtube.com/watch?v=_Ze6xjbJUTQ. The TVC has received CAD approvals with a PG rating.

We hope this addresses your concerns.

If you need anything further please do not hesitate to contact me.

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 uses graphic and upsetting images.

The Board viewed the advertisement and noted that advertiser response. The Board considered whether the advertisement was in breach of section 2.2 of the Code. Section 2.2 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 considered that the images of the bear tied to a pole being attacked by dogs was likely to be distressing to some viewers but that the intention of the advertisement is to raise awareness of cruelty to animals.

The Board considered that the suggestion of violence was not inappropriate for the service or company being advertised and that, although distressing, the advertisement did not breach section 2.2 of the Code.

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

