



## **CASE REPORT**

1. Complaint reference number	119/98
2. Advertiser	Airport Luggage Australia (Samsonite)
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 August 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement is a photograph of a (Beagle) dog wearing a vest with the word, 'Customs' on it. The dog is being held on a leash by a person standing alongside it. The dog has a bandage around his muzzle. At the bottom left of the main photograph is a small photograph of an (Epsilon) suitcase. The words, 'Our Epsilon suitcase has an incredibly tough outer shell', are directly under the photograph. In small print, the following wording appears on the next (and last) line, 'Protect your belongings with the virtually indestructible suitcase from Samsonite.'

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'Security in aviation is a very serious business as is drug importation. Now what on earth does this advert tell you other than the obvious – that if you use this company's new beaut suitcase the Customs sniffer dogs won't be able to detect what is inside...(the advert) is reprehensible considering the number of aircraft that have been destroyed via explosives and the problems our society now suffers through a rampant and largely out of control drug industry.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that the advertisement did not breach the Code. The Board dismissed the complaint. However, the Board expressed the concern that the advertisement could be interpreted as encouraging illegal imports.