



CASE REPORT

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| 1. Complaint reference number | 121/06 |
| 2. Advertiser | Energex Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Portrayal of animals |
| 6. Date of determination | Tuesday, 11 April 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on stormy weather and lightning as an Energex crewman Adam's beeper alerts him. Kitchen painting gear is left with roller and tray abandoned as a door is slammed and a car is heard driving away. The scene switches to Pam at the Energex Contact Centre who has responded to an emergency call, leaving her dog in the driveway, still wet from its weekly bath, and then to Guy in the Control Room, with a motorbike being revved in the background. "When storms interrupt your power supply your Energex team is ready to respond – quickly and safely – any time of the day or night. Even if it means dropping everything".

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

The ad depicts a dog being traumatised by getting covered in some blue substance resembling paint.

Energex should be made to pay a sizeable some (sic) to the RSPCA for this inhumane act.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

At no time did we portray violence towards the dog...we took every possible step to ensure that the dog was well cared for during and after filming.

The dog is not covered in blue paint... The commercial is made up of four distinct and separate scenes – a pager; a linesman leaving a half eaten sandwich; paint dripping from a brush; and a dog standing after being washed.

The dog is depicted in the commercial as any dog after being bathed. The dog is not traumatised in any way.

The dog was only ever covered in warm water with a sponge....The dog was thoroughly dried off with a blow drier to ensure its comfort.

THE DETERMINATION

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

The Board did not consider that the advertisement depicted a dog having been covered in any

substance such as paint. The depiction of the dog was clearly a depiction of a dog being washed by its owner, with the owner leaving in the middle of the job to respond to the Energex power failure.

The Board did not consider that the advertisement depicted any cruelty to animals.

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