



CASE REPORT

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| 1. Complaint reference number | 136/98 |
| 2. Advertiser | Proton Cars Aust Pty Ltd (Proton M21) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 8 September 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement comprises a photograph of a (Proton) car. The words, ‘O-100 canetoads in 6 seconds flat’ appear at the top of the photograph. At the bottom of the photograph are the words, ‘The new Proton M21 now at Lockhart Proton Southport.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘I find the message in this advertisement repulsive. I also think that any advertisement which encourages adults or children to be cruel to any animal to be entirely irresponsible.’

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 determined that the advertisement would not offend prevailing community standards and did not contravene the Code. The Board dismissed the complaint.