



CASE REPORT

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| 1. Complaint reference number | 141/99 |
| 2. Advertiser | Petcare Information & Advisory Service Aust Pty Ltd |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 May 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a family at home together with their cat. The voiceover includes the following wording, (implying the cat is “narrating”) ‘I can’t imagine better brothers and sisters to have grown up with...its amazing how gentle they’ve been...’ The visuals include various scenes of the children and adult members of the family playing with a kitten and cat. In some of the scenes the kitten/cat is being held reasonably close to people’s faces and is also shown resting on their shoulders, crawling over their laps and otherwise playing with the children. The words, ‘Kids grow up with cats’ and ‘Bring a cat into your family’ are superimposed on the screen.

THE COMPLAINT

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

‘It is because of Toxoplasmosis disease that I am concerned...Because I know of deaths in Tasmania, and even of a death and two cases of adults being affected...Toxoplasmosis can also kill unborn babies and cause disabilities to new born babies. The advertisement states kids should have cats. The facts are cats should not be in Aus. Every feral cat came from a pet. I hope you can help me and save the spread of Toxoplasmosis...’

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 did not depict material contrary to prevailing community standards on health and safety. The Board was satisfied that the advertisement did not breach the Code on any other grounds and dismissed the complaint.