



CASE REPORT

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| 1. Complaint reference number | 150/01 |
| 2. Advertiser | Group SEB Aust Pty Ltd (Avantis Irons by Tefal) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a domestic scene where an iron is standing upright on an ironing board when a cat pushes it onto its base plate. At this point the iron is shown self-propelling itself around the house. It travels down a staircase and across a carpet and a polished floor, where it runs over the cat before exiting the house through a cat-flap and continues to travel along a pedestrian pavement and, finally, along the center of a road. Eventually the iron glides toward a traffic policeman, at which point a voice announces ‘nothing stops it.’ A subsequent scene shows the iron being returned to the home by police officers, with a closing graphic showing the iron and the name ‘Avantis.’

THE COMPLAINT

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

‘It shows clearly an animal, ie a cat, being run over by an escaping iron. It doesn’t matter to me that the ad shows the animal alive at the end of the commercial, it still is a totally unacceptable standard of cruelty. It encourages small children and other cruel minds to experiment on a live cat to see if that ad works. Naturally, this is animal abuse in a covert way.’

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 content of the advertisement did not constitute violence, and that it did not breach the Code on this or any other ground. Accordingly, the complaint was dismissed.