



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 167/98 |
| 2. Advertiser | Siemens GEC Communications Systems Pty Ltd |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 October 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a fish lying in a basket together with other fishing gear. It appears to be flicking its tail and moving slightly. A male voiceover is heard saying, 'Not even a nibble mate' and then, 'you beauty'. A mobile phone is shown being thrown into the basket. Another voiceover says, 'There's only one mobile tough enough to tackle the great outdoors...'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I was horrified to watch (the advertisement), depicting, what I believe is cruelty to an animal... the ad shows a fish, in distress, lying in a basket, slowly suffocating due to lack of oxygen... I am sure that (the ad) would offend anyone opposed to the killing of living creatures... Although I am not a vegetarian, or a "greenie", the sight of another living creature dying slowly is more than I can tolerate.'

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 would not offend prevailing community standards or contravene the Code. The Board dismissed the complaint.