



## **CASE REPORT**

1. Complaint reference number	173/98
2. Advertiser	Keep Australia Beautiful Council of WA
3. Product	Education
4. Type of advertisement	TV
5. Nature of complaint	Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement, set to music, transposes various imagery. In the first scene, a man driving along a country road tosses a burning cigarette into the road. Immediately after we are shown this, we are shown a dead possum falling to the ground as if thrown from the car (like the cigarette). In the next scene a couple sit on the side of a lake. One of the people tosses a wrapper toward the water and the advertisement immediately shows a dead duckling falling onto the rocks. In the next scene a fisherman carelessly tosses out something and we are immediately shown a dead penguin crashing down. In the final scene a woman's hand throws out a piece of paper and we immediately see a dead owl dropping out of a tree. The advertisement concludes by returning to the initial scene of the man in the motor car, cigarette in hand, hand hanging out of the window. The words, 'Keep Australia Beautiful Council. The future is in your hands' are superimposed on the screen.

## **THE COMPLAINT**

Comments the complainants made about the advertisement included:

*'The ad depicted the dead bodies...being thrown onto various surfaces in an attempt to draw the link between discarded rubbish and the subsequent death of wildlife...my 3 year old...exposed to its brutality. Try explaining the slamming of a dead animal onto a hard surface to a curious and visibly shaken preschooler.'*

*'The advertisement seeks to shock the viewer by showing these scenes in slow motion for increased effect...The timing of the (advertisement) is also inappropriate, as children...are likely to be watching...I believe the advertisement is indecent inn its depiction of dead creatures whose bodies are treated with great disregard. I believe that this may lead to forming a devaluation of the worth of creatures' lives, when viewed by impressionable children.'*

*'I know the message is important but is this shocking ad necessary.'*

## **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, viewed in the context of its message as a whole, did not breach the Code. The Board dismissed the complaint.