



CASE REPORT

1. Complaint reference number	173/99
2. Advertiser	Xircom Australia (RealPort Integrated PC Card)
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement includes a picture of a Doberman dog with open jaws, apparently about to bite through a computer connection cable. The advertisement is headed 'Kill the connector' with text beginning 'Go ahead. Get your revenge. Kill them. Get rid of those troublesome connectors that cost you every time your mobile users break or lose them.' It then goes on to describe the features of the RealPort Integrated PC Card. The text concludes 'Now what are you going to do with all those useless connectors? We're sure you and the nice doggie here will think of something.'

THE COMPLAINT

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

"This makes a mockery of everything that organisations such as the RSPCA are trying to do, in the way of educating the public and weaning them away from gratuitous violence."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the depiction of the dog within the advertisement did not offend prevailing community views and standards, particularly given that the dog was shown being about to bite an inanimate object. The Board determined that the advertisement did not breach the Code and, accordingly, dismissed the complaint.