



CASE REPORT

1. Complaint reference number	174/06
2. Advertiser	Omega Appliances (SMEG BBQ - chicken)
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Violence Cruelty to animals – section 2.2
6. Date of determination	Tuesday, 9 May 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This coloured print advertisement features a black-feathered rooster and the words “Turn your chicken into a masterpiece” with the Smeg logo.

THE COMPLAINT

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

My admiration for the nice photograph soon turned to dismay when I looked at what she was there for, to advertise being cooked in one of your appliances....I hope your advert doesn't give some people the idea of cooking the birds alive in your cooking appliance.

All the “perfect cooking temperatures” and “thermoseal technology” seem a poor second to this unfortunate bird's seemingly very temporary existence.

I think it is completely inappropriate and unnecessary to use photographs of live animals to sell an oven.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

...the purpose of the advertisement was to “tease” or generate interest....the advertisement was one page that ran for one edition only. It is important to note that the advertisement has now ceased.

In essence it appears that a few members of our community are offended by the association between a beautiful specimen of live poultry or meat; and the appliance that will eventually be used to “cook the chook or the leg of lamb”.

I disagree strongly with any suggestion or the notion that people who eat meat do not care about animals.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breached section 2 of the Advertiser Code of Ethics (the “Code”). In particular, the Board considered whether this print advertisement breached section 2.2 of the Code.

The Board noted that no violence was overtly portrayed in this advertisement and the fact that animals were eaten, was a reality of life and in no way in breach of section 2.2 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.