



CASE REPORT

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| 1. Complaint reference number | 182/03 |
| 2. Advertiser | Stihl Pty Ltd (Chainsaw) |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a garden scene where a young girl is attempting to retrieve a kitten from a tree. Unable to reach it from a chair, she fetches her father. After considering the problem, he kisses his daughter tenderly and fetches his chainsaw, evidently intent on chopping down the tree. The advertisement ends with the advertiser's logo superimposed, together with an Internet website address, as a voiceover says: "Stihl power. Not just for professionals." The final sound is a meow from the unseen kitten.

THE COMPLAINT

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

"This ad deeply offends me and all animal lovers as it is cruel and tasteless."

THE DETERMINATION

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

Noting the advertiser's view that 'the advertisement is a comical exaggeration of the power of a Stihl chainsaw and at no stage does the advertisement show a cat being harmed in any way,' the Board considered that most people would see the depiction as humorous.

The Board determined that the material did not portray violence as represented in the Code, and that it did not offend any other area of the Code.

Accordingly, the complaint was dismissed