



CASE REPORT

1. Complaint reference number	195/03
2. Advertiser	Holden Ltd (Astra)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Two television advertisements were considered by the Board, both portraying dogs being carried in cars. In the first, the loose facial features of a Shar-pei dog are shown being swept back by the indicated acceleration of an Astra Turbo, while the second indicates a Puli dog to be similarly affected by the acceleration of an Astra Convertible. Both advertisements conclude with a music-backed full-screen rendition of the advertiser's logo, together with an Internet website address.

THE COMPLAINT

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

"Two separate advertisements each showed a large untethered dog...it is EXTREMELY DANGEROUS for dogs to be shown in such a situation." [Complainant's capitalisation].

"The dogs are unrestrained. This is irresponsible and an inexcusable oversight..."

"The car was moving and in the rear seat was a dog...without a safety restraint."

"I think it's quite dangerous to have occupants/obstacles left unrestrained in a moving vehicle (as they become missiles in a car accident or emergency braking)."

"If it is not the law to buckle your pet in, I believe this still shows neglect in the care of an animal and irresponsible driving."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board noted the advertiser's advice that advice had been obtained from both Vic Roads and the RSPCA that there is no legal requirement for the transport of dogs as passengers other than in the back of an open tray vehicle.

It further noted advice that in one case the dog was tethered in the rear of the vehicle by a trained dog handler, and in the other the portrayal was created from the combination of separate scenes of the dog and the car.

The Board determined that on the evidence provided by the advertiser, the advertisement was not in contravention of the FCAI Code.

Accordingly, the complaint was dismissed.