



CASE REPORT

1. Complaint reference number	200/98
2. Advertiser	World Society for Protection of Animals
3. Product	Education
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement portrays a series of images in black and white depicting cruel practices inflicted on bears including baby bears being wrenched from their mothers, having their teeth pulled, rings and ropes being placed through their noses and then being trained to dance. The advertisement also explains what the advertiser (the World Society for Protection of Animals) is doing to address the issue. The advertisement advises the public of the number they can call to provide assistance and support for the cause.

THE COMPLAINT

Comments the complainants made about the advertisement included:

'I find this add totally obscene and although I can see the case for shocking people into trying to do something about the situation, I find this add to be violent in the extreme – I would not like children to see this. I think the add was shown...in a midday time zone recently...'

'I think it is barbaric and personally it has given me nightmares...please could you stop them from running the ad.'

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