



CASE REPORT

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| 1. Complaint reference number | 202/99 |
| 2. Advertiser | Kartaway (Qld) Pty Ltd |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement commences with a song to the tune of ‘Amongst the Gum Trees’ with the lyrics changed to ‘Give me some butter and some vegemite, I’ve got an overbite, I eat the far side first and I leave the crust ...’ The announcer then breaks in saying ‘G’day, the great Burke here ... You know, a lot of people ask me how best to train their dog to stay. So I tell them, take a piece of 4 x 2, 3 nails and ... well, that’s later in the show. For now, we look at tidying up your garden on the weekend and the best way to move the rubbish is Kartaway mini-skips. They come to your home, you fill it up and they take it away’ and concludes with telephone contact details.

THE COMPLAINT

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

“... the implication that to train the dog you beat it into submission with the piece of woods with the nails attached. I find this advertisement in very bad taste and worry what ideas it may place in the minds of deviant listeners.”

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 advertisement would not offend prevailing community views and standards and did not breach the Code. It was noted that comments about training a dog were clearly made in a humorous context, with the advertisement designed as a parody of a ‘life style’ entertainment programme. The Board, accordingly, dismissed the complaint.