



CASE REPORT

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| 1. Complaint reference number | 214/01 |
| 2. Advertiser | Cunningham's Warehouse Sales Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a shop scene where a man holding a small sack labeled “Potatoes” addresses the camera, explaining that it is called Cat in a Bag, and demonstrating that it emits the sounds of one or more cats in evident distress. He then tosses the bag away and shows other merchandise, detailing the store’s discount prices.

THE COMPLAINT

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

“I believe this is insensitive to all animal lovers and should be stopped as it portrays violence against animals. It may encourage children (and adults) to consider the mistreatment of animals as something laughable and acceptable.”

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, given the obviously-intended humour, the content of this advertisement did not breach the Code in relation to the portrayal of violence. It further found that the material did not contravene the Code on any other grounds and, accordingly, dismissed the complaint.