



CASE REPORT

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| 1. Complaint reference number | 257/00 |
| 2. Advertiser | Uncle Ben's of Australia (Pedigree Pal) |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 5 September 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with text: ‘Top breeders’ guide to a healthy dog’ and portrays a breeder and his dog in a variety of situations. The man says, ‘Well, the first thing you look for is a nice, shiny coat. Keeping it that way is another matter. Good, strong legs so he can run all day, hopefully in the right direction. A nice, wet nose is important.’ (Man sits on chair while dog licks his face.) ‘He won’t always listen to you, but there’s one way of getting his attention.’ A female voiceover says, ‘Top breeders recommend the delicious, meaty nourishment of new Pedigree Pal.’ (Dog eats product.) The voiceover continues: ‘For health on the inside that shows on the outside’, while the man and dog play on the ground and the dog licks the man’s face.

THE COMPLAINT

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

‘It is a well held belief that television has a strong influence on child behaviour and I would not like to think that the act of a dog licking a persons (sic) face (mouth) is in any way an acceptable practice to follow.’

THE DETERMINATION

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

The Board determined that the portrayal of the man and dog within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.