



CASE REPORT

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| 1. Complaint reference number | 263/99 |
| 2. Advertiser | ihug into the internet |
| 3. Product | Information Technology |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a cat, apparently wearing goggles, snorkel and flippers swimming in an underwater scene, while voiceover says ‘ihug makes it easy to explore the internet for as long as you want ... For only \$29.95 a month ... Call ihug on 13 62 92 and get into the internet’.

THE COMPLAINT

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

“How many children may carry out this scenario and unwittingly cause suffering and death to their own beloved pet?”

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 did not contain material that contravened prevailing community standards on safety, the depiction of a cat wearing underwater breathing equipment being clearly fictitious. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.