

## CASE REPORT

1. Complaint reference number	282/06
2. Advertiser	Commonwealth Bank of Australia (We'll Be Ready - post-it notes on dog)
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Violence Cruelty to animals – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 8 August 2006
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a small boy placing sticky post-it notes all over a sleepy docile bulldog. Text on screen explains “One day, he’ll captain the footy team. Join a band, spend a night in the watch-house, become an architect, buy shares, go on “Who Wants To Be a Millionaire”, crash on \$300. Buy units, renovate, sell units, retire. Breed champion bulldogs. And when he does, we’ll be ready”.

## THE COMPLAINT

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

*I do not think that this is behaviour that should be encouraged in light of recent dog attacks on children, imagine if gaffa tape was (used).*

*This is sick because kids see this ad and do that to their own pet with stickers that are not good and could quite easily hurt the animal and that must not happen. It’s a sick stupid ad....*

*The agency and the Commonwealth bank need to be addressed and taken to the cleaners – they are a bunch of “SICK BASTARDS”.*

## THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The child uses post-it notes which caused no harm to the dog. We would not have wanted to show the child using gaffa tape on a dog because this may have indeed caused harm.*

*We used an animal handler/trainer, with a degree in animal psychology, for advice when creating this commercial. She approved the concept, was on the set for the shoot and felt completely comfortable with the treatment of the dog in the commercial. She also recommended using a bulldog as it is a particularly good-natured breed.*

*Child welfare approved the concept, which is common practice for shoots involving children.*

## THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered whether this advertisement breached section 2.6 of the Code by depicting behaviour that is contrary to prevailing community standards on safety around dogs.

The Board noted the reflective tone of the advertisement, the gentle behaviour of the child and the extremely placid behaviour of the dog. The Board considered that, although some dogs are known for unpredictable and violent behaviour, that most family dogs, particularly those of the breed depicted, behave appropriately around children unless they are harmed or scared. The Board noted that the child was not harming the dog in any way, and that the 'post it' notes are harmless.

The Board considered that the advertisement did not depict material that was unsafe. Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.