



## **CASE REPORT**

1. Complaint reference number	285/00
2. Advertiser	Laubman and Pank Hearing Centres
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises a cartoon sketch of a man in a tractor with a roller, in the path of which is depicted a flattened dog and bone. The sketch is captioned, 'Just as his wife had asked, Brian spent his Saturday morning squashing the dog.' A block of additional text appears at the bottom of the advertisement: 'If washing sounds to you like squashing, perhaps you're one of every four Australians over 50 who experience some form of hearing loss. Call 3893 3544 and let Laubman & Pank help. They're accredited to provide government subsidised hearing services to all pensioners and veterans. Laubman & Pank Hearing Centres.'

## **THE COMPLAINT**

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

*'..... an advertisement ..... which I find to be totally offensive in its portrayal of violence and the resultant effect on children.'*

## **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 noted the contextual humour of the advertisement and was of the view that the material within it did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.