



CASE REPORT

1. Complaint reference number	289/04
2. Advertiser	Aventis Pharma Pty Ltd (Telfast)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features an older man approaching a couple at their front door. He sees their cat, picks it up and says “Ah. Good ole’ puss” and then rubs the cat’s stomach over his face. The tagline is “Telfast. Hit hayfever head on!”

THE COMPLAINT

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

“I found this advertisement foul and offensive, seeing an elderly man pick-up a cat, brought it up to his face and called it a pussy (in an offensive way). I am not a prude, and dont mind sexually based advertising, so long as it is done in good taste, or humor. This ad was offensive in the way that it had the sexual connotation of oral sex, by the pace and sound effects. I thought it was disgusting!”

THE ADVERTISER’S RESPONSE

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

“... the advertisement is very clearly intended to depict a humorous portrayal of the effects of allergy and the treatment of allergy symptoms. There is no innuendo or anything else in the advertisement that implies a sexual interpretation is intended.”

“Contrary to the claim made in the complaint, the man addresses the cat as “good old puss” not as “pussy” as alleged.”

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.