



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 305/02                          |
| 2. Advertiser                 | Mazda Australia Pty Ltd (Bravo) |
| 3. Product                    | Vehicles                        |
| 4. Type of advertisement      | Radio                           |
| 5. Nature of complaint        | Other - Miscellaneous           |
| 6. Date of determination      | Tuesday, 10 December 2002       |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement portrays a farmer having driven to a place to leave a dog. After the dog is told to stay and the farmer is heard driving off, the dog is heard to whine ahead of a voice-over stating: “The new Mazda Bravo Ute—the only mate you’ll ever need.”

## **THE COMPLAINT**

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

*“The ad clearly portrays a person taking a dog into a bush area and commanding the dog to stay—ie being dumped—while the vehicle drives off. Some bush/bird noises and a whimpering dog sound are then played... This is a big enough problem—especially a round Christmas with puppies etc being given as gifts—and I cannot understand how a responsible advertiser would condone/promote such a practice.”*

## **THE DETERMINATION**

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

The Board determined that while the advertisement might upset some people, it did not contravene any aspect of the Code.

Consequently, the complaint was dismissed.