



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

1. Complaint reference number	314/99
2. Advertiser	Pacific Dunlop Ltd
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor billboard advertisement comprises a photograph of marathon runner Robert de Castella running along a footpath, appearing to be dragging by a leash a dog lying on its back with its legs in the air. The words 'I'm just taking the dog for a run' and 'Dunlop Sport' are superimposed over the image.

THE COMPLAINT

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

"Animal cruelty is unacceptable and to portray it in a humorous way to sell a product is very offensive."

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 breach the Code and would not offend prevailing community standards. It was noted that the scene depicted was clearly fictitious and was presented in a humorous context. The Board, accordingly, dismissed the complaint.