



**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.