



## **CASE REPORT**

1. Complaint reference number	323/05
2. Advertiser	Omega Appliances (SMEG-Q-BBQ)
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Other - Portrayal of animals
6. Date of determination	Tuesday, 8 November 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a photograph of a lamb. The words: “*Please don’t buy a SMEG-Q*” appear above the image. The following words (in small font) appear below the photograph: “*Not everyone is looking forward to you discovering the superior cooking results of your SMEG-Q*”.

## **THE COMPLAINT**

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

*“I find it very cruel to show a young lamb in this way and insensitive to people who care about animals...”*

## **THE ADVERTISER’S RESPONSE**

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

*“... I fail to see where we have breached any part of Section 2 of the AANA Advertiser Code of Ethics...”*

*“Please be assured that our intention was not to offend or alienate any members of our community, especially those who care about animals...”*

*“I disagree strongly with any suggestion or the notion that people who eat meat do not care about animals as much as those who do not eat meat...”*

*“It would seem to me that any reasonable person knows that we all simply do not possess the same views (as everyone else); and just because we do not all subscribe to a particular view or philosophy, does not mean we do not have the right to express our views.”*

## **THE DETERMINATION**

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

The Board considered that the image in the advertisement was not offensive. It noted that lamb was merely one type of meat product that may be cooked using SMEG-Q appliances. The Board further considered that the advertisement was not insensitive to people who care about animals.

The Board was of the opinion that the advertisement did not breach any provisions of the Code. Accordingly, the Board dismissed the complaint.