



CASE REPORT

1. Complaint reference number	330/04
2. Advertiser	Peter Brown Auto Electrics
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 7 December 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features an animated cartoon cat character getting Kool Kat air conditioning put into his car. The voiceover states that Kook Kat air conditioning “turns hot pussies into real Kool Kats”.

THE COMPLAINT

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

“A man’s voice over comes on saying “Peter Brown... turning hot pussies into cool cats”. I am not a prude, and don’t mind offbeat humour, but I think this is just a bit off.”

THE ADVERTISER’S RESPONSE

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

“After careful consideration of Section 2 of the AANA Advertiser Code of Ethics we feel that our advertisement does not contravene any part of this section.”

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 not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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