



## **CASE REPORT**

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| 1. Complaint reference number | 345/00   |
| 2. Advertiser                 | Anoger Automobiles Pty Ltd (Tata One Tonne 4x4 Intercooled Turbo Diesel) |
| 3. Product                    | Vehicles   |
| 4. Type of advertisement      | Print  |
| 5. Nature of complaint        | Language – use of language – section 2.5<br>Other - Miscellaneous        |
| 6. Date of determination      | Tuesday, 13 February 2001  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘Not for Pussies’, comprises a photograph and text. The photograph shows the product from a rear, angled view and a cat with startled eyes and a raised tail in the foreground. The cat’s body is depressed and there is a mark between the depression and the right, rear tyre of the vehicle. The text gives contact details and a description of the product including the sentence, ‘Single or dual cab it ain’t no truck for pussies’.

## **THE COMPLAINT**

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

*‘In poor taste, I thought.’*

## **THE DETERMINATION**

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

The Board was of the view, in light of the contextual humour of the advertisement, that the material within it did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.