



CASE REPORT

1. Complaint reference number	72/05
2. Advertiser	Electrical Refrigeration Services
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement, narrated by comedian John Blake describes a situation of arriving home drunk, tripping on the front steps of your own home and falling onto your cat. The narrator then asks: “What do you do ... do you 1) blame the cat, 2) blame your shoes and then kick the cat or 3) call Electrical Refrigeration Services to install a light?”

THE COMPLAINT

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

“This is offensive because it gives the impression that kicking a cat is quite a “normal” and acceptable response to something going wrong. It also makes light of a very serious act and trivializes cruelty to animals. This is totally unacceptable.”

THE ADVERTISER’S RESPONSE

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

“Our advert does not suggest that violence towards an animal is a sensible or reasonable action, but rather suggests that you should find a better solution. The advert does not say to kick the cat, but says if you fall on the cat the cat should not be blame.”

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 find this advertisement humorous rather than offensive.

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

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