



CASE REPORT

1. Complaint reference number	76/01
2. Advertiser	Red Fruit Truck
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 10 April 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement from the Northern Territory News, is headlined *'LOST AND FOUND,'* and is addressed *'to the distressed young couple looking for their lost cat Twinkles,'* inviting them to contact *'George from the Red Fruit Truck,'* in part reading *'I think I found your cat ...I saw him running around in the long grass at my property when I was slashing the grass with my tractor... You can come around anytime to collect him and remember to bring a warm and comfortable bucket with you and I will hose him out from under the slasher for you.'*

THE COMPLAINT

Comments made by the complainant in relation to this advertisement include:

'The proprietor of the Red Fruit Truck has placed several advertisements in the NT News previously that bordered on sexist. But this particular one disgusted me with its blatantly violent message...'

THE DETERMINATION

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

Noting that some people might regard the advertising as being in bad taste, the Board determined that its content did not constitute a contravention of prevailing community standards on violence. The Board found that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.