



CASE REPORT

1. Complaint reference number	82/99
2. Advertiser	Novartis Animal Health A/asia Pty Ltd (Capstar flea tables)
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Other - Environmental issues
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two dogs ('Max' and 'Ted'). Max is lying quietly while Ted appears to be itchy and irritated. The voiceover narrates, 'Half an hour ago, Max was given a Capstar tablet while Ted was given a conventional treatment which can take up to twelve hours to start working...' Ted is shown repeatedly scratching and yelping and at one point falling sideways in an effort to get at the itching spot. The voiceover continues, '...quite a long wait, isn't it...So whenever you see fleas give Capstar...for fast relief...'

THE COMPLAINT

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

'(the advertisement) involved what was torture to us (albeit shortlived) to a dumb animal... While the red dog is flea-free the blue dog has a lot more than fleas irritating its neck under a wide new collar. It may even be a type of electric current, but its frantic scratching on the collar area only is horrible to watch as the poor thing tumbles sideways in its efforts to get it off....Perhaps the advertising company people who did it should have one each strapped on to them.'

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.

Board members noted, in passing, that the advertiser's advice that 'all three animals are "stunt" animals and were trained by their handlers/owners...prior to the shooting of the commercial to scratch or lie peacefully.' The advertisers provided their assurance 'that the dogs were not subjected to any...discomfort...'