



CASE REPORT

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| 1. Complaint reference number | 84/01 |
| 2. Advertiser | adidas Aust Pty Ltd (Auskick) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with an elderly woman calling to her cat which is in the branches of a tree in a park. Two boys playing football nearby offer to help. They ‘goal-kick’ the football towards the cat, which falls from the tree. The advertisement concludes with ‘adidas’ signage and a telephone number for the AFL Auskick programme.

THE COMPLAINT

Comments made by complainants in relation to this advertisement include the following:

‘With all the tortured animals RSPCA has to contend with, how can this advertiser be allowed to get away with this heartless attitude being peddled to our kids in cartoon time. It is INSIDIOUS, INIQUITOUS, shows no thought at all to what damage it may do.’

‘Aside from setting a very poor example and point of reference for children, ANIMAL CRUELTY IS ABOUT AS “FUNNY” AS CHILD MOLESTING.’

‘I am not a fanatical cat lover myself, but I did think the advertisement was in very poor taste and I am even more disgusted that it effectively endorses this sort of behaviour to our pre-schoolers.’

‘This ad I believe promotes and validates violence towards animals’

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 determined that the material within the advertisement did not contravene prevailing community standards relating to the portrayal of violence, and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.

The Board noted that the ‘cat’ depicted in the advertisement was clearly a toy and that the advertisement portrayed an element of the ridiculous.