



CASE REPORT

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| 1. Complaint reference number | 70/09 |
| 2. Advertiser | Ford Dealer Advertising Fund |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Wednesday, 25 February 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement from Ford advertising its January sales opens with two Australian cricketers eating breakfast. A 'news bulletin' tells viewers about the 08 Plate clearance sale and several vehicles are shown. The advertisement ends with Andrew Symonds getting up from the breakfast bar and telling the other cricketer, Mitchell Johnson, to "Just clear those plates Mitch".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The advert - Classic Ford Catches with Andrew Symonds sitting at the kitchen table with another man watching the television (pay television - Austar) the prices of new Fords. When it finishes Andrew Symonds says "Bitch its your turn to do the dishes"and walk out. I find this advert offensive and disturbing. It is a form of abuse. the reason I say abuse is, in some marriages the husband will talk to his wife and call her that (as in my marriage at the time). It is verbal domestic violence and should not be encouraged in the media. I am sure I speak on behalf of many women who are or have been in this situation. Is there anything you can do to pull this advert off.

THE ADVERTISER'S RESPONSE

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

Ford and the Ford Dealer Advertising Fund (FDAF) take their legal and ethical responsibilities very seriously. In particular we always seek to comply with the AANA Advertiser Code of Ethics, including section 2.5 concerning the use of language. In this case it seems the complainant has simply misheard our advertisement. Andrew Symonds does not say "Bitch it's your turn to do the dishes" but in fact says, in a friendly tone, "Just clear those plates thanks Mitch. The phrase is addressed to fellow Australian cricketer Mitchell Johnson ("Mitch") and links to the words spoken immediately prior, namely "08 plates must clear".

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code") and the Federal Chamber of Automotive Industries Voluntary Code of Practice for Motor Vehicle Advertising (the "FCAI Code").

The Board noted the complainants' concerns that the advertisement used the term "bitch" and considered the application of Section 2.5 of the Code, relating to the use of language.

The Board noted the advertiser's response that Andrew Symonds uses the word "Mitch" when

directing the other man, Mitchell Johnson, to clear the dishes and on viewing the advertisement agreed that the word "bitch" had not been used.

Finding that the advertisement did not use any inappropriate language, the Board determined there had been no contravention of the provision of the Code relating to language. The Board also found that the advertisement contained no suggestion of abusive behaviour or domestic violence in contravention of the provisions of the Code relating to violence.

The Board also noted that no driving was depicted in the advertisement and found no breach of the FCAI Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.