



Case Report

1	Case Number	0198/15
2	Advertiser	Mitsubishi Motors Aust Ltd
3	Product	Vehicle
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	27/05/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a family arriving at a campsite in their Mitsubishi Outlander. As they unload their car various people comment on the car with, "It's a Mitsi?!" One of the people who comments is a young woman in a tent who unzips the opening and appears lying on her front with dishevelled hair. She is wearing a white bra-style top and the mother of the family hides her young son's eyes so he cannot look at the woman.

THE COMPLAINT

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

Deeply offended by a scene where a woman in a tent who is clearly engaging in a sexual activity opens the tent door to state "it's a Mitsi". Her body is still moving consistent with the activity she is involved in resulting in a parent in the next scene covering a young child's eyes due to the inappropriateness. Inappropriate content of a sexual nature that is deeply offensive and irrelevant to the ad. Also shown during prime time viewing.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

In no respect does the Mitsubishi Motors Australia Outlander advertisement contravene section 2 of the AANA Code of Ethics, be that in relation to discrimination, vilification, exploitation violence, sexuality, nudity, sex or degrading of any individual or group. Simply a woman is awoken by the presence of a vehicle that has arrived, to which she opens the tent zip to find an Outlander parked in the vicinity. The fact she is in her undergarment / nightgown prompts the mother of the child to cover the young child's field of vision.

THE DETERMINATION

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

The Board noted the complainant’s concern that the advertisement features a scene where a woman is engaging in sexual activity whilst looking out of her tent at a family with young children and that this is inappropriate content of a sexual nature.

The Board viewed the advertisement and noted the advertiser’s response.

The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted this television advertisement features a family arriving at a campsite and various people comment on the fact they have a ‘Mitsi’. The Board noted one scene shows a woman looking out of her tent to comment on the car.

The Board noted the complainant’s concern that the woman in the tent is engaging in sexual activity. The Board noted that when the woman looks out of the tent she is lying on her stomach and is wearing what appears to be a white slip with bra-style detailing over the chest. The Board noted that no other person is visible in the tent and considered that whilst the woman does move up and down slightly as she opens the tent to peer out, in the Board’s view this scene is most likely to be interpreted as the woman wriggling in a sleeping bag over to open the tent flap rather than a suggestion that she is engaging in sexual activity whilst looking out the tent. The Board noted that the mother of the young family looking at the woman in the tent covers her son’s eyes but considered that this was because there was a woman in her nightwear/underwear and not because the woman was having sex. The Board noted that the level of nudity is mild as the woman’s breasts are covered and considered that overall the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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