



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0205-21
2. Advertiser :	Toyota Motor Corporation Australia
3. Product :	Vehicle
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	28-Jul-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This television advertisement begins with a couple sitting on a tailgate watching the football. The woman makes a comment that women's footy is great. As the man nods in agreement and gives encouraging applause to a player (who continues to play on in the dark field and barely visible), bright tower lights suddenly flood the field, and the players are clearly visible. The man comments (now that they can see the players) that the footy training went from good (with a momentary pause) to "gooder". The advertisement continues with similar scenarios: two woman bump chests and their football jerseys change to newer ones with a Toyota logo, a man watches football on his phone and then sees a large screen (like at a stadium) showing the game, the woman on the tailgate kisses the man's shoulder and he changes to a professional AFL player (Marcus Bontempelli).

THE COMPLAINT

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

Apart from promoting poor grammar, during the ad the mature age male of the couple sitting on the tail gate of a vehicle tray watching a community football game is 'magically' replaced by a younger male athlete apparently for the benefit of the female.



This is sexist and would be 'shouted down' if the ad presented the reverse scenario. The same issues of sexist and ageist representations that vilify mature age men apply. Thank you.

THE ADVERTISER'S RESPONSE

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

We refer to your recent letter dated 9 July 2021 in relation to Complaint Reference 0205-21 (the Complaint).

Your letter refers to a retail advertisement by Toyota Motor Corporation Australia Limited (Toyota) featuring the "Toyota Good for Footy - Gooder" campaign (the Advertisement). Toyota takes any complaints relating to its advertisements seriously and responds as follows.

The Advertisement

By way of general summary, the Advertisement is part of a larger campaign to promote Toyota's support for grassroots footy, particularly to raise awareness to clubs of the various ways Toyota can provide support through a suggestion box platform. The particular Advertisement of concern features various scenes that depict the 'bettering' of a situation through the use of the word "gooder" and then complimented with a simultaneous visual improvement.

By way of example, in one of the advertisements in the campaign, in the opening scene, a man and a woman lean against their Toyota vehicle at a local footy training session on a cold evening. The woman makes a comment that women's footy is great. As the man nods in agreement and gives an encouraging applause to a player (who continues to play on in the dark field and barely visible), bright tower lights suddenly flood the field, and the players are clearly visible. The man and woman are pleasantly amazed and the man comments (now that they can see the players) that the footy training went from good (with a momentary pause) to "gooder".

This concept continues throughout the various scenes in the Advertisement.

The Advertisement is intended to present a visual analogy of Toyota's commitment to assisting grassroots footy and local clubs – for example:

- the man applauding players in the dark when suddenly light towers illuminate the players – this visual analogy highlights how the Good for Footy initiative can raise funds to add light towers on the football field; and*
- the jumpers changing to a new design – this visual analogy highlights how the Good for Footy initiative can raise funds to enable clubs to afford better fitting uniforms.*

In relation to the use of the word "gooder", whilst Toyota acknowledges this is incorrect grammar, the use is intended to be a catchy phrase readily identified with the 'good' for footy campaign. A grammatically correct word like 'better' would not



convey the same sense of banter nor connect with the campaign and in particular, its suggestion box initiatives (at the end of each scene or separate advertisement) to support clubs and better grassroots footy.

The Complaint

In your letter, you advise that the Complaint was received on 7 July 2021, which stated:

“Apart from promoting poor grammar, during the ad the mature age male of the couple sitting on the tail gate of a vehicle tray watching a community football game is 'magically' replaced by a younger male athlete apparently for the benefit of the female. This is sexist and would be 'shouted down' if the ad presented the reverse scenario. The same issues of sexist and ageist representations that vilify mature age men apply.”

You have advised that the Complaint falls under section 2 of the AANA Advertiser Code of Ethics (AANA Code). Toyota responds to each of the subsections in section 2 of the AANA Code below.

Toyota Response to Complaint

Toyota is of the view that Sections 2.2 to 2.6 of the AANA Code are not relevant to the Advertisement. As the concepts covered by those sections do not arise in the Complaint.

Section 2.1 – Discrimination or Vilification

Toyota does not believe that the Advertisement shows unfair or less favourable treatment based on gender or any other basis. Toyota also does not believe that the Advertisement engages in vilification of any particular group.

Toyota does not believe that the Advertisement engages in vilification of a particular gender, nor does it accept the sexist allegation in the last scene where the woman gives the man a kiss on the cheek and suddenly a professional male football player appears to replace the man. This scene simply uses humour as an analogy that is applicable across all genders. What else could possibly be better than watching and supporting your local footy team? Answer: being able to watch it next to a professional footy player – (perhaps your favourite player), whether the player be a member of the Australian Football League or the Australian Women’s Football League.

2.7 – Clearly Distinguishable Advertising

Toyota believes that it is clear to the relevant audience that the Advertisement is commercial in nature.

In light of the above, Toyota submits that the Complaint misinterprets the content of the Advertisement and that the Advertisement has not breached the AANA Code. Consequently, Toyota requests that the Complaint be dismissed.



THE DETERMINATION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concerns that the advertisement is sexist by depicting an older male being replaced by a younger male athlete for the benefit of a woman.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.1: Advertising or Marketing Communication shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

Discrimination - unfair or less favourable treatment

Vilification - humiliates, intimidates, incites hatred, contempt or ridicule

Gender - male, female or trans-gender characteristics.

Age - based on a person's actual age (i.e. from the date they were born) and not a person's biological age (i.e. how old they may appear)

Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender or age?

The Panel considered that the depiction of the woman suggesting that the younger male athlete is "gooder" than her supposed husband is not a reflection of his age or his physique, but rather is a suggestion that the professional AFL player shown is a favourite of hers and that watching football sitting next to him is a happy and novel experience.

The Panel considered that this is not a serious comment on her husband or a suggestion that the younger male is somehow better, but rather a depiction of a person that is starstruck and thrilled to be meeting a person they admire.

The Panel considered that the advertisement did not depict the older man, or men in general, as deserving of unfair or less favourable treatment or in a way which humiliates, intimidates, incites hatred, contempt or ridicule on the basis of gender or age.

Section 2.1 conclusion

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender or race, the Panel determined that the advertisement did not breach Section 2.1 of the Code.



Conclusion

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.