



Case Report

1	Case Number	0248/13
2	Advertiser	Goodyear & Dunlop Tyres (Aust) Pty Ltd
3	Product	Hardware/Machinery
4	Type of Advertisement / media	TV
5	Date of Determination	24/07/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A Scottish voiceover says, "The other day I was driving in the bush.. Suddenly something was going down on me...It was my tyre!"

We a couple driving in a car and then pull over to the side of the road. The voiceover continues, "So I called in to one the local Dunlop Super dealers!! They had me up in no time.. so if something goes down on YOU, call in to Mick and the boys at Cobram, Garry and his lot in Yarrawonga... Paul and the lads in Berrigan...and of course Lee and Les in Deniliquin! Dunlop Super Dealers.. I just luv em!"

THE COMPLAINT

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

It is far too sexually explicit. I am deeply offended by it and if I had young children would not want them to see it at all. This ad seriously disgusts me!!

A male Scottish voice tells us that he was in a car when he felt something "going down on me." (presumably the tyre). This is repeated later in the ad. Highly offensive given the sexual innuendo. I object to hearing this whist watching TV, and especially object to exposing my

children to sexual content. The ad occurred during a movie called Pirates of the Caribbean, a film rated PG. My 13 and 10 year old children were watching.

THE ADVERTISER'S RESPONSE

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

By way of background, Goodyear & Dunlop Tyres (Aust) Pty Ltd in addition to other activities, runs a licensed network of stores through its brand and channel, Dunlop Super Dealer.

Amongst other responsibilities, individual licensees are responsible for creating their own local area marketing material.

The advertisement the subject of this complaint was created by the licensees in the Dunlop Super Dealer stores in Cobram, Yarrawonga and Berrigan. These three licensees engaged agencies to produce a television advertisement promoting their businesses in September 2012. We understand that there were 2 different versions of this advertisement created, one rated "M" (the advertisement the subject of this complaint) and the other with a "P" rating. The advertisement with the "M" was not permitted to run on Prime7 and as a result changes were made to the advertisement to allow it to achieve a "P" rating. The "P" rating advertisement had been on air for some time without complaint.

In May 2013, one of the licensees requested a change to his shot in the advertisement and the "M" television advertisement was inadvertently edited and aired instead of the "P" rated advertisement.

Upon learning of the above complaint, Goodyear & Dunlop Tyres and the licensees took immediate action to seek removal of the advertisement from the television, which request was complied with and also requested an explanation from the advertising agency as to how the "M" rated advertisement was allowed to air.

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 concerns that the advertisement is sexually explicit which is offensive and unsuitable for viewing by children.

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

The Board 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 the advertisement features a car being driven along a country road. The voiceover is of a Scottish male likened to that of Billy Connolly and he speaks about visiting one of the local Dunlop Super dealers about getting a tyre fixed. He then mentions some of the dealers in the nearby country areas.

The Board noted that the tone of the advertisement is intended to appeal to an older target demographic that would likely be driving a car and who would recognise the mimicking of

Billy Connolly and his fame as a comedian.

The Board noted that as the man refers to “suddenly something going down” he very quickly explains that it is the tyre of the vehicle he is driving and the visuals are of the back of the man on the phone presumably to the repairer.

The Board agreed that references to “going down” and “something going down on you” did contain sexual innuendo but the advertisement does not show any actual sexual activity and that the innuendo was mild and likely to be only understood by adults.

The Board noted that there was no inappropriate nudity or sexual activity, and that the level of sexual innuendo is sufficiently mild to not be inappropriate.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and determined that the advertisement did not breach Section 2.4 of the Code.

Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.