



Case Report

1	Case Number	0332/14
2	Advertiser	Sunco Motors
3	Product	Vehicle
4	Type of Advertisement / media	Internet
5	Date of Determination	27/08/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Race

DESCRIPTION OF THE ADVERTISEMENT

The direct email advertisement features an old ute with many people sitting in and on the vehicle. The tagline "not enough space" is written above the picture and then an image of the the new Colorado ute is below.

THE COMPLAINT

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

The open image of a ute full of indigenous people of Afghani or Pakistani origin is an image that effects to portray the classic stereotypical picture that Australians most likely have of these people. The image merely serves to reinforce these stereotypes and thus potentially further cement existing racist stereotypes within the wider Australian community, particularly at a time of the debate surrounding LEGAL REFUGEES arriving in Australia.

THE ADVERTISER'S RESPONSE

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

With reference to your letter dated 11 August 2014 regarding a complaint in relation to the attached Sunco Holden Advertisement.

Our comments in relation to the complaint are as follows:

- *The advertisement was an attempt at light hearted humour.*
- *We do not agree that the advertisement is discriminatory.*
- *We do not agree that the advertisement serves to stereotype a particular race of people.*

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 features an image of a ute overloaded with indigenous people and that this depicts and reinforces racist stereotypes. The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray 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 Board noted the advertisement features an image of a vehicle with people sitting on its roof, bonnet and hanging from the sides and rear with the accompanying text, “Not enough space?” The Board noted that the people appear to be of an unspecified ethnic group but is like images commonly seen in many Asian countries.

The Board noted the advertiser’s response that the image was intended to be light-hearted and humorous.

The Board noted that the image of the Holden Colorado Ute below the image of the vehicle laden with people is empty and does not feature any people either in, on or near the vehicle. The Board considered that the image that is inclusive of the people in and on the vehicle is indicative of transportation methods in many countries outside of Australia and the depiction is a realistic one. The Board noted that the intention of the advertisement is to show the optimal space and features of the Colorado and that the comparison between the two was done so with extreme contrast so as to increase the perception of space in the image below. The Board noted that image is not a negative depiction and does not vilify a person or section of the community on account of their race or ethnicity.

The Board determined that the advertisement did not breach Section 2.1 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

