



CASE REPORT

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| 1. Complaint reference number | 104/02 |
| 2. Advertiser | Land Rover Australia |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 June 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on scenes of two men separately fishing in a river, one regularly dressed and equipped for fly-fishing while the other enters the water apparently naked, carrying a spear. A caption reading: ‘Been Anywhere Interesting Lately? Appears ahead of a scene in which a Land Rover vehicle is shown traveling through water. Accompanied by a Land Rover logo and website address, a superimposed caption reads: ‘The Land Rover Experience.’

THE COMPLAINT

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

“I object to watching indecent exposure on TV...”

THE DETERMINATION

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

The Board noted that the apparently naked fisherman was only shown from his waist up, and considered that under prevailing community standards, most people would not be offended by the scene.

The Board determined that the material did not represent a contravention of the Code’s provisions relating to the portrayal of sex, sexuality and/or nudity.

As the advertisement did not breach the Code on any other grounds, the complaint was dismissed.