



CASE REPORT

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| 1. Complaint reference number | 105/02 |
| 2. Advertiser | Land Rover Australia |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 June 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on scenes of a male runner. Pausing to catch his breath outside a garden, he breaks off a plant leaf and drips water from it into his mouth. A caption reads: ‘Been Anywhere Interesting Lately?’ ahead of a scene of a Land Rover Discovery traversing jungle-like surroundings. A superimposed caption reading: ‘The Land Rover Experience,’ is supported by an Internet website contact address.

THE COMPLAINT

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

The ad features a man bending down to pick a lily-type leaf and stem, then drinking the liquid that drains from it into his open mouth. If children watching this ad copy the action depicted, they could DIE, SWIFTLY AND MOST HORRIBLY! (Complainant’s capitalisation).

THE DETERMINATION

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

While noting the poisonous nature of some plants, the Board determined that the action depicted in this advertisement did not constitute a threat to health and safety as represented in the Code.

As the material did not contravene the Code on these or any other grounds, the Board dismissed the complaint.