



CASE REPORT

1. Complaint reference number	105/03
2. Advertiser	Mazda Australia Pty Ltd (Mazda 6)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 8 April 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a 'sepia-aged' sequence of a young boy unwrapping and enjoying a bicycle, with a soundtrack of the advertiser's 'zoom zoom' song and a voiceover asking: "Remember how it felt when you were six?" As the view changes to a present-day sequence showing a Mazda 6 being driven along a country road, the voiceover says: "Feel it all over again. Introducing the Mazda 6 and hatch and wagon." The past and present sequences are intercut before the voiceover says: "What fun is getting a present if you can't open it up." The advertisement ends with a superimposed 'zoom zoom' caption ahead of the advertiser's logo.

THE COMPLAINT

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

"The advertisement depicts a 6 year-old child riding his bicycle in a public place, seemingly racing a fast-moving (some would say speeding) Mazda. The child is not wearing a helmet.

"Additionally, the advertisement features accelerated frames to give the impression the vehicle is speeding, along with the rev-counter almost reaching the red-line ..."

THE DETERMINATION

The Board noted that insofar as the complaint against the advertisement concerns the depiction of a boy riding a bicycle without a helmet it does not raise any issue for determination under the Federal Chamber of Automotive Industries Voluntary Code of Practice ('the FCAI Code') on the ground that a bicycle is not a motor vehicle as defined in the FCAI Code. The Board also referred to its earlier determination (Ref 224/02) in which the Board had concluded that the sequence depicting a boy riding a bicycle without a helmet did not contravene the AANA Advertiser Code of Ethics. The Board re-affirmed its earlier determination that the depictions of the boy with the bicycle were clearly indicated in a 'flashback' style, with sepia toning of images representing the output of a domestic film camera, and considered the lack of a helmet, being consistent with the community standards prevailing at the indicated time of the historic sequences, and did not contravene current prevailing community standards in relation to health and safety.

The Board also determined that insofar as the complaint concerned the depiction of the driving of a motor vehicle it did not depict obviously unsafe or reckless driving as provided in the FCAI Code and that the advertisement did not depict material which was in breach of the FCAI Code on any other ground. Accordingly, the complaint was dismissed.