



CASE REPORT

1. Complaint reference number	106/98
2. Advertiser	Lexus of Australia
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 11 August 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The Board viewed two advertisements.

1. The advertisement shows a black Lexus motor car. A voiceover says, 'Beneath the beauty of the new Lexus 400 is a V8 beast with awesome power.' The camera travels into the body of the car and computer technology is used to create an x-ray like effect. The advertisement shows the 'monster' inside. The voiceover continues, 'The power to think. Highly intelligent...' We are shown a prominent computer graphic brain. The advertisement concludes with the words, 'Lexus LS400. Brainpower.'

2. The advertisement shows a black Lexus motor car driving along a twisting winding road. A woman's voiceover is heard. Included in the woman's monologue are the words, '...mark its fearsome flight and autumn branches creak with fright. The landscape turns to ashen crumbs when something wicked this way comes.' The advertisement shows a close up of an (autumn) leaf which catches fire. As the car travels along the road, we are shown the trees on either side of the road bursting into flames as it passes them. A male voiceover is heard saying, 'Introducing a sensational luxury vehicle...scorchingly powerful and fiendishly fast...'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...advertising which features the occult in its presentation...(advertisement no 2) features the voice of a witch, visual impact of hellfire ...(advertisement no 1) emphasizes BRAINPOWER...this no doubt refers also to Satan himself...advertisers are given open slather to blaspheme the Bible.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that these advertisements do not breach the Code. The Board dismissed the complaint.