



CASE REPORT

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| 1. Complaint reference number | 107/02 |
| 2. Advertiser | Ford Motor Co of Aust Ltd (Escape) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Monday, 22 April 2002 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a close-up of a soccer ball and a sound effect of a referee's whistle. The scene then widens to reveal a group of Ford Escape 4WDs engaged in a soccer game on a beach. The music-backed television commercial carries superimposed captions reading: 'Filmed under environmentally responsible controlled conditions,' and 'Vehicles fitted with accessories.' As the portrayal of the soccer game continues, scenes of the 4WD interiors, with young male and female drivers, are intercut with depictions of the soccer ball being projected in different directions by the different vehicles as they twist and turn on a sandy soccer pitch. Towards the end of the advertisement, a male voice-over states: "With the power of a Ford V6 Escape there are no boundaries." After a supporting caption ('V6 Ford Escape. No boundaries'), the advertisement concludes with a full-screen graphic comprising a Ford logo and the caption 'We have ignition.'

THE COMPLAINT

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

"I think that the advert is encouraging people to think of their vehicles as toys which makes them a danger on the road to other road users and pedestrians...Recently a man driving a 4WD in a dangerous and reckless manner swerved in front of my car almost causing a collision...The 4WD that swerved at me did so in the same manner as the swerving depicted in the Ford Escape Beach Soccer advert."

"The Ford ad is a highly dangerous manoeuvre, front wheels angled a lot—a typical roll over situation."

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 was of the view that the advertisement depicted material contrary to prevailing community standards on safety.

Accordingly, the Board voted to uphold the complaint.