



CASE REPORT

1. Complaint reference number	108/03
2. Advertiser	Land Rover Australia
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 13 May 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a scene of a flutter of birds and a man with a look of surprise in a city street. Another man is then shown looking around to see an alligator moving along a sidewalk. Inducing the animal to come to him, he takes hold of its snout and wrestles it into a sewer before walking towards a Land Rover Discovery as a superimposed caption reads: 'Overseas model shown'. Following a full-screen text caption reading: 'Been Anywhere Interesting Lately?' the man drives off in the vehicle under a superimposed Land Rover Discovery logo and a caption providing an Internet website address.

THE COMPLAINT

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

"He drives off on the right hand side of the road. Several other vehicles including a yellow taxi are featured being driven on the other side of the road. They too are on the wrong side of the road."

"...it appears that when the crocodile comes out of the drain that birds are scattered and one is genuinely injured, which I find to be very disturbing."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'], or Section 2 of the Advertiser Code of Ethics ('the AANA Code').

Unable to identify any injury to any bird, the Board noted the advertiser's advice that the advertisement was filmed in the United States of America and carried a caption indicating that it featured an overseas model of the advertised vehicle.

The Board determined that the advertisement did not contravene either the FCAI Code or the AANA Code on any grounds and consequently dismissed the complaint.