



CASE REPORT

1. Complaint reference number	11/99
2. Advertiser	Nissan Motor Co of Aust Pty Ltd
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a hitchhiker holding a sign saying “Oodnadatta”. A variety of four wheel drive vehicles travel past and he scrutinises each one to establish the brand of the vehicle. When a Nissan vehicle finally draws up, he turfs his sign onto the side of the road and climbs in.

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

‘Why do multimillion dollar firms...let the desert be a rubbish heap by throwing the hitchhikers Oodnadatta sign on the roadside???? This to me is offensive in such a beautiful landscape.’

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 determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.