



CASE REPORT

- | | |
|-------------------------------|------------------------------|
| 1. Complaint reference number | 112/07 |
| 2. Advertiser | realestate.com.au |
| 3. Product | Real Estate |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 April 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a woman driving a convertible sports car along a suburban street. While stopped at a give way sign, a frantic man jumps into the passenger seat and orders her to drive off quickly, as two men chase after him. The woman accelerates and follows the instructions the man yells at her, sharply turning corners and driving down lanes and alleys to elude the pursuers. Suddenly, her passengers tells her to stop, thanks her and jumps out of the car, running off out of sight. Stunned, the woman calms down and composes herself, then notices she is parked outside a house with a "For Sale" sign, and she realises this is her dream home. A female voiceover warns "Don't rely on fate. Use the biggest property website, realestate.com.au."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I find the ad offensive because car jacking isn't something to be taken lightly. I haven't been car jacked and I hope I never am - and I also hope the makers of the ad aren't either. But I know that it would be a traumatic experience - leaving anyone who it has happened to in shock. Surely the ad makers can think of another way to get the message across?

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The ad does not portray people inappropriately, it does not present violence, does not use sexuality, does not use inappropriate language, nor does it depict material contrary to community standards on health and safety.

In relation to the specific comments by the complainant, we were very mindful about the portrayal of the "car-jacking" during scripting and production of the advertisement, in so far as we did not want the male to be threatening to the female in any way. To that end you will note that the female does not appear traumatised by the sequence of events, but rather has a bemused look on her face at the end of the advertisement, after the male has thanked her and jumped out of the car.

We believe this portrayal ensures the advertisement is dramatic yet entertaining and humorous, rather than shocking and traumatic.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered whether the advertisement breached section 2.2 of the code dealing with violence.

The board viewed the advertisement and considered the complainant's comments that the advertisement was offensive.

The Board agreed that the advertisement did not depict carjacking or violence. The woman in the car, although panicked and taken aback, assisted the man who jumped into her car after she realised he was being pursued by attackers.

The Board agreed the advertisement did not breach Section 2.2 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.