CASE REPORT

1.	Complaint reference number	114/01
2.	Advertiser	Toyota Motor Corp Aust Pty Ltd (Echo)
3.	Product	Television
4.	Type of advertisement	TV
5.	Nature of complaint	Violence Other – section 2.2
6.	Date of determination	Tuesday, 12 June 2001
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on an Echo car in which two men are indicated to be on a stakeout although, while one is using magnifying glasses to look at something outside the car, the other is excitedly bouncing on the drivers seat. He is told to 'Cut it out, you moron,' before the two men become engrossed in discussing features of the car not noticing two other men emerging from a house with a boy who almost escapes but, with the arrival of other men, is subdued by a hit on the head and dragged off to a car parked behind that in which the conversation is continuing.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'Surely the car in question could be promoted in other ways than having a young man being physically assaulted, then hit over the head with a baseball bat (fractured skull, brain damage or death). Could not Toyota go the Full Monty and have his arm cut off with a chainsaw?'

'…it depicts an acceptance of a level of violence that the family found unrealistic and frightening. If it was meant to be humorous, it failed…placing this ad in the family timeslot I feel was inappropriate.'

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 did not breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint. While appreciating the complainants' personal views, the Board noted the contextual humour of the advertisement.