



CASE REPORT

1. Complaint reference number	117/04
2. Advertiser	Volkswagon Group Australia Pty Ltd (Polo)
3. Product	Vehicles
4. Type of advertisement	Cinema
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a cinema advertisement featuring a woman driving around in her Volkswagen Polo. The musical soundtrack is a song called "Mr Big Stuff." The woman pulls over to park and looks into her side mirror which has writing on it that says "Objects in mirror may appear bigger than actual size." She sees the reflection of the bottom half of a male courier on a bike and giggles.

THE COMPLAINT

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

"I find the whole approach offensive and completely without humour." "It beggars belief that advertisers use such gutter tactics in an effort to flog their products, even quality ones such as VW."

THE ADVERTISER'S RESPONSE

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

"The commercial has been produced to tap into the fun and carefree psyche of young women aged 20-35 years of age."

"We believe that [the ad] simply uses a device that is socially known to be a point of commentary within the target audience and play on the humour that not all may be as it appears"

THE DETERMINATION

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

The Board noted that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint