



CASE REPORT

1. Complaint reference number	12/03
2. Advertiser	KIA Automotive Australia (Rio)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 February 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a group of people at a party, placing car keys in a bowl as prelude to a lottery deciding who the women will drive with. One woman takes the KIA keys because she thinks they belong to the man that she likes, and imagines them driving off together with her hand on his leg. But the keys are not his. As the party game continues, the view cuts back to reveal various attributes of the car. The final image shows a still shot of the KIA and the words: ‘The new 5 door KIA with air. From \$14990.’ The advertisement ends with the text: ‘Start Something,’ and a set of Kia car keys

THE COMPLAINT

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

“...The advertisement is insulting towards men, in that it depicts men as having to be part of a social lottery, and that males are irrelevant and that they are judged purely on appearance...”

“...it obviously has a subtext of penile erection when the girl places her hand on the drivers leg...”

“...I am absolutely disgusted at the depths that some advertisers reach in order to sell their product...”

“...I...object ...with young people watching. The message it gives is totally unacceptable and morally reprehensible.”

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 noted the obvious humour within the advertisement, and did not find that the provisions of the Code in relation to discrimination/vilification, or sex/sexuality/nudity were breached.

Further finding that no other provisions of the Code were contravened, the Board dismissed the complaint.