



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 128/04 |
| 2. Advertiser | Townsville 4WD Centre |
| 3. Product | vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 June 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman wearing jeans and a shirt and explaining the prices of 4WD vehicles available at Townsville 4WD Centre. The lady's shirt is unbuttoned to reveal her bra.

THE COMPLAINT

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

"The girl in the advertisement was dressed in a sexist and offensive way."

THE ADVERTISER'S RESPONSE

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

"We simply feel that the content is acceptable, and that the video is self explanatory of our response to the complaint."

THE DETERMINATION

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

The Board was of the opinion that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to sex/sexuality/nudity.

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