



CASE REPORT

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| 1. Complaint reference number | 13/06 |
| 2. Advertiser | Ford Dealer Advertising Fund |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television scenario is a delivery room in a hospital maternity ward where a midwife is swaddling a newborn baby. As she turns to give the baby to the mother, she sees her running away down the corridor and a voiceover announces “There are some things you just wouldn’t miss. Like amazing deals on all ‘05 stock plus Cash Back from Ford.” The voice continues giving details on cash back offers on a variety of Ford vehicles.

THE COMPLAINT

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

This ad...advertises abandonment of your child in exchange for a discount on a new car.

This is not a nice or accurate depiction of the miracle of birth...

How disgusting that women, and motherhood should be portrayed in that manner. The message of the unimportance and triviality of motherhood should not be reinforced to our children, or anyone in society...

THE ADVERTISER’S RESPONSE

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

...we chose to use obvious hyperbole and show people foregoing significant moments in their life to run to a Ford dealership instead.

...we recognise that childbirth is one of the most significant moments in one’s life, and no woman would ever really run out of the delivery room to get a great deal on a car. In other words, we feel it’s the super importance of motherhood that makes the joke.

We believe motherhood is a robust enough institution to take a little humour.

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 vilifies women by portraying a woman leaving her new born child in order to get a good deal on a new car.

The Board considered this advertisement was a parody of the approach taken in car advertising that customers should hurry in order not to miss a great deal. The Board considered that the advertisement

portrayed a fantasy situation that would not occur and is not intended to be taken literally. The Board did not consider that the advertisement trivialised birth or motherhood or in any way vilified women.

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