



## **CASE REPORT**

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|-------------------------------|-----------------------------------------------------------|
| 1. Complaint reference number | 130/07                                                    |
| 2. Advertiser                 | Holden Ltd (Rodeo - horse)                                |
| 3. Product                    | Vehicles                                                  |
| 4. Type of advertisement      | Radio                                                     |
| 5. Nature of complaint        | Violence Cruelty to animals – section 2.2<br>FCAI - Other |
| 6. Date of determination      | Tuesday, 8 May 2007                                       |
| 7. DETERMINATION              | Dismissed                                                 |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement features the voice of a draught horse telling listeners that he usually pulls big heavy carts of beer around. Sounding a bit disappointed he continues with the news that last week he was replaced by the new Holden Rodeo. However, in a brighter sounding voice he advises "I shouldn't complain. The boss got me a new job in a factory - making glue I think. I start tomorrow."

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*My immediate reaction was yuck. I just feel it is in poor taste. I did wonder if I was becoming a wowsler in my old age but on speaking to several people at work about it, they agreed it was off. It is actually hard to put into words just why I find it so offensive. Something to do with the fact it is a defenceless creature, albeit a pretend one, that is made to sound so cheery (& grateful) about being sent off to it's death. How hard would it have been to have the poor thing retiring out to pasture somewhere for a well deserved rest?*

## **THE ADVERTISER'S RESPONSE**

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

*Holden takes a great deal of care when creating advertising, with numerous reviews taking place prior to any advertising concept being approved and produced.*

*In relation to Section 2 of the Code our position is as follows:*

*2.1 No discrimination or vilification is portrayed; 2.2 There is no violence within the advertisement; 2.3 There is no inappropriate reference to sex, sexuality or nudity;*

*2.4 The product is not intended for purchase by a child; 2.5 All language is appropriate; 2.6 No health or safety community standards have been portrayed in an inappropriate manner; 2.7 The advertisement complies with all sections of the Federal Chamber of Industries Code of Practice as it relates to Advertising for Motor Vehicles.*

*Holden's position on the Complaint reference 130/07 is that the Holden Rodeo radio commercial does not contravene Section 2 of the AANA Advertiser Code of Ethics or the FCAI Code of Practice for Motor Vehicle Advertising.*

*The advertisement depicts a talking horse referring to the new product – new Holden Rodeo. The horse is a fantasy and fictional character used to announce the launch of the new product.*

## **THE DETERMINATION**

The Advertising Standards Board (the Board) considered whether this advertisement breached any part of the FCAI Car Code. The Board determined that this radio advertisement did not breach the FCAI Code.

The Board then considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”). The Board noted that the complainant thought that the advertisement was in poor taste as it suggested that a horse was being sent to the glue factory. The Board considered that the advertisement was intended to be humorous and that, while some members of the community may find the reference to the animal being put down insensitive, the advertisement does not breach the Code on any ground.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.