



CASE REPORT

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| 1. Complaint reference number | 135/00 |
| 2. Advertiser | Honda Australia Pty Ltd |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is set in a leafy suburb in autumn. It portrays a gurgling, chuckling baby putting a (Honda Odyssey) car into gear, driving the car, stopping for a lollipop lady and wolf-whistling at another baby being wheeled in a pram on the footpath. A voiceover says, 'With superior handling and a powerful four or six cylinder V tech engine, the new Honda Odyssey'. The baby is seen sleeping, strapped in a restraint seat. A woman's voice says, 'Wake up, darling', and the voiceover concludes, '.....drives like a dream.'

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'The advertisement gives a very grave message to young children who take great notice of other children in advertisements.'

'..... this advertisement could inspire an older toddler, perhaps of 2 or 3, to attempt this feat.'

'Children have been hurt and even killed letting handbrakes off and knocking gear levers out of gear.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the material contained within the advertisement was clearly fanciful and that it did not contravene community standards on safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.