



CASE REPORT

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| 1. Complaint reference number | 140/02 |
| 2. Advertiser | Castle Hill Mitsubishi |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 June 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Headlined ‘Warning,’ this print advertisement features composite photographs of vehicles and people together with pricing details for vehicle purchases. Of the people pictured, one is a male exercising, one is a woman in underwear and the third a bare-breasted woman, although her nipples are not exposed. The advertisement incorporates Castle Hill Mitsubishi branding and contact details, together with a panel advising: ‘No 1. It’s Official. We Are The Best Retail NSW Mitsubishi Dealer.’

THE COMPLAINT

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

“As a woman I feel offended when I see semi naked women used to advertise products such as cars.”

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 determined that, on the basis of prevailing community standards, the advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

It further determined that the content of this advertisement did not breach the Code on any other grounds and, accordingly, the complaint was dismissed