



CASE REPORT

1. Complaint reference number	143/99
2. Advertiser	Mike Carney Toyota
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement begins with a scene showing a woman wearing a shoestring top and jeans comparing two dresses, with voiceover saying ‘Choosing what to wear is difficult’. The woman then says ‘I just want to look good’. Voiceover continues ‘Luckily, choosing a car is easy. There’s only one choice: Toyota Corolla’ and then proceeds to describe its features. During this, various scenes are shown of the woman, now wearing a red sleeveless top and short skirt, getting into a Toyota Corolla, driving it on the streets and being joined by two male passengers. The advertisement concludes with a still frame of the woman having jumped into the air in front of the car, superimposed over which are the price details and the advertiser’s details.

THE COMPLAINT

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

‘My concerns with the ads are twofold, firstly, the excessive use of the model...in some of (the advertisements) its hard to tell what is being advertised, the model or the automobile...the glamour bias seems excessive to me...My second concern is much more serious...Early in the ad, the model is heard to say “I just want to look good”. In the next frame we see her in an outfit only a woman with an almost anorexic body shape could wear!...The model used could be described accordingly or nearly so. I am very concerned by the subtle messages that could be picked up by susceptible young women.’

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 the advertisement’s portrayal of the person concerned did not constitute a breach of the Code. In addition, the Board was satisfied that the advertisement did not depict material contrary to prevailing community standards on health and safety. In this regard Board members appreciated the complainant’s concerns but were of the opinion that the woman featured in the advertisement did not have an anorexic appearance and on the contrary, she appeared quite healthy. The Board determined that the advertisement would not offend prevailing community views and dismissed the complaint.