



CASE REPORT

1. Complaint reference number	145/04
2. Advertiser	Mazda Australia Pty Ltd (Mazda2 Neo)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman pushing a trolley in a supermarket. She sees an aisle that is not busy and jumps on the back of her trolley and rolls down the aisle. The advertisement then cuts to various images of the Mazda2 Neo.

THE COMPLAINT

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

“This is regarding a women (sic) who thinks she is in just a car as the Mazda creation and she imagines herself in this car by holding onto a supermart trolley and races down and around the aisles. Great for kids to see. Fab example???”

THE ADVERTISER’S RESPONSE

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

“Obviously there is a degree of exaggeration in the way the young lady rides the shopping trolley, but it is really illustrating her personality and her love of the ‘emotion of motion’ that is key. The whole premise of Zoom-Zoom, Mazda’s primary marketing communication theme, is experiencing the emotion of motion we first felt as a child.”

“In this character’s defence, you will notice that she selects an aisle with no customers so as to minimize any potential for a collision with other shoppers.”

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 that in the context of prevailing community standards, the majority of people would not find this advertisement offensive. The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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