



CASE REPORT

1. Complaint reference number	145/99
2. Advertiser	Honda Australia (Accord)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a little boy seated in the passenger seat of a Honda motor vehicle. The little boy admiring his 'spiked up' hairdo and he then dons on a pair of dark wraparound sunglasses. His father, seated in the driver's seat starts the engine (after receiving a nod indicating go-ahead from the little boy). The advertisement shows a series of visuals of the car moving along at reasonable speed set to music. The voiceover includes the words, 'The 1999 Honda Accord V6 comes with every feature you'd expect of a prestige luxury sedan with the added advantage of an awesomely powerful V6 V-tech engine...' As the car stops there is another shot of the little boy who's hairdo appears to have 'dropped' the top is now flat and the back of the hair pointed. The little boy remonstrates with his father saying, 'Da-a-a-d...'

THE COMPLAINT

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

'We, over here have had a sickening run of deaths on the roads and I'm inclined to lay part of the blame on adverts on T.V. I base my belief on the following...Father with young son as passenger driving so fast that the son's hair stands on end from fright.'

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 noted the obvious contextual humour in the advertisement and determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach the Code on this ground. The Board was satisfied that the advertisement did not breach the Code on any other ground and dismissed the complaint.