



CASE REPORT

1. Complaint reference number	15/98
2. Advertiser	Lexus Australia
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 10 March 1998
7. DETERMINATION	Dismissed

THE COMPLAINT

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

'...I believe (the advertisement) represents a low point in Australian advertising – just poor taste!'

'To some it is plain insulting, especially those who think it inappropriate to denigrate origins or indeed the Monarch of our founding country.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics. In particular, the Board considered paragraph 2.1 of the Code.

2.1 Advertisements should not portray people in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed this complaint.

Members of the Board noted in passing that the advertisement was humorous and lighthearted.